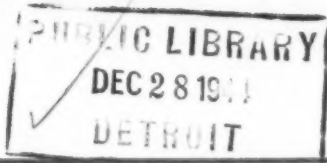


DECEMBER, 1944

TECHNOLOGY DEPT:

THE



MANUFACTURING CONFECTIONER

PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS

Creed for Candy

We Believe

Candy adds to the sunshine of the world as well as to the nutrition of the world.

Candy is a symbol of fun to the child, sentiment to the adult, pleasure to old age.

Candy knows no social barriers, it is for the rich or poor, young or old, man or woman, no matter the race or religion or rank.

Candy is available to everyone, priced for everyone, with choice for everyone.

Because of These Things

We pledge ourselves to support in every way, the organized program of the Council on Candy of the National Confectioners' Association for the advancement of candy as food among the people of our nation.

MERIT IS EARNED

For over 145 years the name D & O has been a symbol of merit earned by praiseworthy performance and achievement in the Candy Field.

Authentic Flavor, Uniformly Top Quality and Consistent Economy are matters of fact with the more than 85 fine flavors in the COSMO Line.



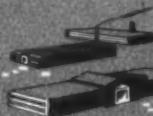

You can depend on COSMO...always!



DODGE & OLCOTT COMPANY

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Laboratory-controlled
production from bean  to
finished product...  that's why
so many of America's largest 
users of LECITHIN are now
specifying CENTROL  ★ ★ ★



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A product of Central Soya Co., Inc., Ft. Wayne, Ind. • One of the world's largest soy processors... makers of Mel-K-Soy, Hi-Soy, Soy-Wip



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Products Division Dept. E-124
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THE MANUFACTURING CONFECTIONER

"READ WHEREVER CANDY IS MADE"

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

Vol. XXIV, No. 12

DECEMBER, 1944

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- ★ Immediately took the play away from foreign competition.
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We can DELIVER it to you.

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Main Office and Warehouse, Louisville, Ky.
Centrally located. Capacity 400 carloads.
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age facilities. Lowest insurance rates.

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BE READY TO GO IN THIS AREA WHEN THE "STARTING GATE IS SPRUNG!"**

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PICKED FOR VICTORY



Uncle Sam picked apple pectin as a product important in our program of Food For Freedom. Government requirements come first with us. The balance of our production is being divided among our customers and we are making it stretch as far as possible. It is simply a case of doing our best in a tough situation. Thank you for understanding that—until Victory—the boys come first!

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JELLIES - PRESERVES

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General Offices

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Toward a New World of Everlasting Peace



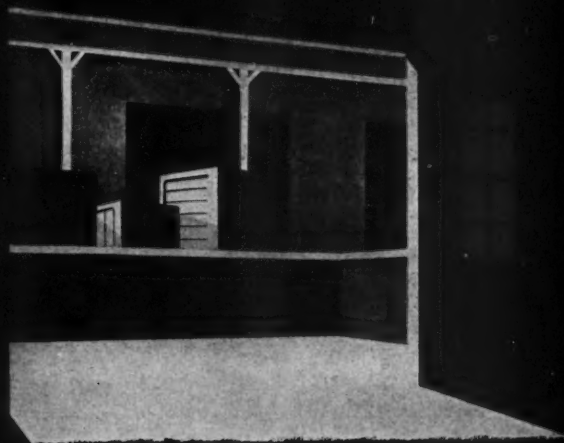
Florasynth LABORATORIES, INC.
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PROBLEM:

To offset incoming cold air when factory doors are opened



SOLUTION:

Blanket entrance automatically with hot air blasts from unit heater

ALMOST EVERY FACTORY faces this cold-weather problem: When doors are opened, a blast of cold air chills a large area of working space.

Many of America's largest plants have adopted this practical solution: A Carrier Unit Heater is installed at each entrance with its motor controls connected to the door. When the door opens the Unit Heater starts automatically and blankets the opening with hot air; prevents entry of cold air.

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It's a simple solution, isn't it? Economical, too.

Of course not all heating problems can be solved so easily, but they can be solved—and Carrier engineers, with long experience in designing equipment for industrial heating, can help you find practical solutions of your problems.

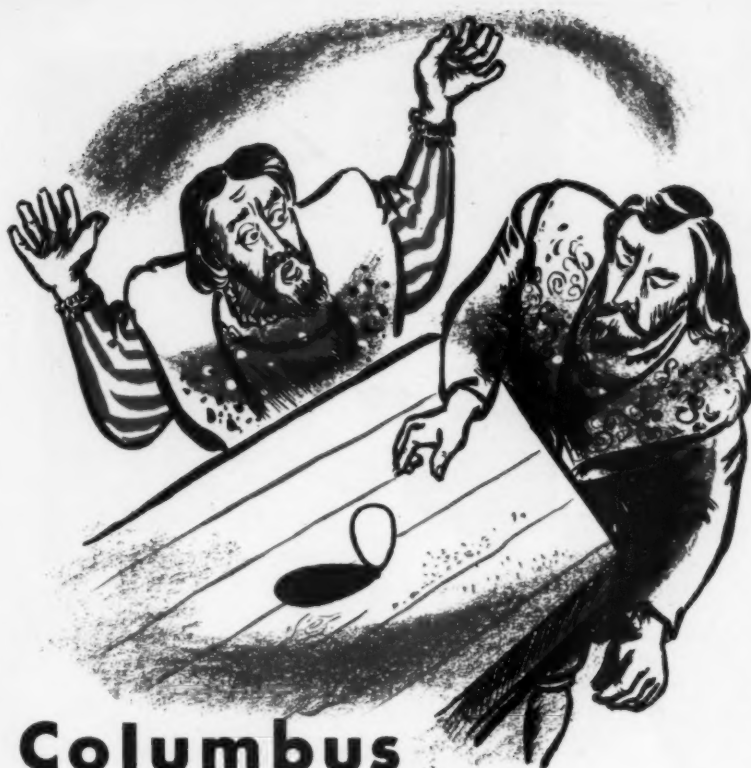
Carrier's complete line includes

units for high or low pressure steam or hot water . . . floor mounted or ceiling-suspended. All types are available, *now with copper coils*, in sizes to meet your exact requirements. Manual or thermostat controls available. Whether you need one unit for a factory entrance, or hundreds of units for a plant, get the benefit of Carrier's long experience when you buy.

CARRIER CORPORATION, Syracuse 1, N. Y.



FORTY-TWO YEARS EXPERIENCE IN INDUSTRIAL INSTALLATIONS



Columbus was a piker . . .

- When, according to legend, Columbus stood an egg on its slightly crushed end, his fellows were amazed. Because they just hadn't thought to try it. But that was nothing compared to what SOYCO is doing with egg.

Compared with egg albumen, SOYCO costs less . . . tests equal in most cases . . . guarantees uniformity . . . saves production time. See why your fellow candy-makers were amazed . . . order a test-carton direct or from your broker now.

SOY BEAN PRODUCTS CO.

210 NORTH CARPENTER STREET • CHICAGO

SOY BEAN PRODUCTS IN GENERAL USE

SOYCO—low-cost protein derivative, ideal whip-agent for Candy Makers, Ice Cream Mfrs., Bakers, Suppliers, Food Processors. SUPER-SOYCO, liquid-blends of SOYCO with albumen, gives extra value in special cases.

TenDRYzed SOYNUITS, tenderized and preserved by our distinctive dry-roast, are blended or used alone by Candy Makers, Bakers, Ice Cream Mfrs., Suppliers, Roasters, and Others.

CANDY MAKERS PROVE SOYCO SERVES BETTER

In tests and actual production the powdered protein whipping agent derived from soy beans and known as SOYCO has shown a number of advantages over the traditional whipping agent. It cuts cost several ways. It is reliably uniform in quality and supply.

SOYCO is priced well below the ten-year average for egg albumen. Used straight or mixed with egg, its absolute uniformity avoids the time-waste needed to "save the batch" when off-color, off-flavor slips in. Because it dissolves so quickly, whips so quickly and holds up so well, it saves time and money.

SUPER-SOYCO, a unique product blending SOYCO with albumen more thoroughly and with more uniformity than possible in most plants, saves you the cost of double-stocking, mixing, etc. Uniformity of both products is guaranteed by constant control and rigid laboratory tests on each batch.

Try SOYCO or SUPER-SOYCO in your next batch of mазetta, nougat cream or marshmallow. At least get a test-carton direct or through your broker . . . today.

ALLIED PRODUCTS under development include SOYETTES, a finished confection of dry-roasted salted soys. Others being tested in actual production will be listed from time to time.

CANADA DISTRIBUTOR: H. LAWTON & CO., TORONTO

MARIA THERESA,

WIFE OF KING LOUIS XIV
OF FRANCE, WAS SAID TO
HAVE BUT TWO LOVES ...
FOR THE KING AND FOR

CHOCOLATE ...



CACAO BEANS WERE USED AS MONEY
IN ANCIENT MEXICO. "A TOLERABLY GOOD
SLAVE" COULD BE BOUGHT FOR 100 BEANS.



BUT THE ENGLISH SEA-ROVERS THOUGHT
SO LITTLE OF **CHOCOLATE** THAT WHEN
THEY CAPTURED THE SPANISH GALLEONS
THEY THREW THE BAGS OF **CHOCOLATE**
OVERBOARD.



"BACHMAN KNOWS CHOCOLATE" from 40 years experience
in selecting, blending and refining chocolate for leading makers
of candies, fountain syrups, icings, desserts and other fine foods.
If you have chocolate problems, bring them to Bachman...because

BACHMAN *Knows* CHOCOLATE

BACHMAN CHOCOLATE MFG. CO., MOUNT JOY, PA.



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Orange Oil is *our* business, and EXCHANGE Brand is your assurance of matchless *flavor, freshness,* and *uniformity* — your benefit of over 20 years of our experience in satisfying the requirements of American users.

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EXCHANGE PRODUCTS DEPT., ONTARIO, CALIF.**

Producing Plant:

Exchange Orange Products Co., Ontario, California

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OIL OF
ORANGE
U. S. P.



HERE IS ONE JOB
THE **FLOW-MASTER** DID
for one of the Largest Candy Manufacturers

- Made a very large saving in cutting the cooking time per batch.
- Improved the product through better texturizing, suspension and homogenizing.
- Gave it greater sales appeal through more appetizing appearance—longer shelf life and richer taste.

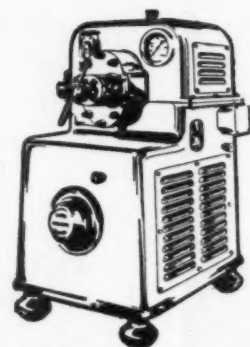
What we have done for others we might also be able to do for you.

We maintain a completely equipped laboratory to experiment on products submitted to us for processing on the

FLOW-MASTER

the machine that improves candy-making.

We'll be glad to help solve your problems.



FLOW-MASTER HOMOGENIZER

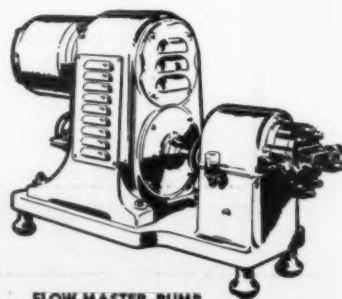
If you need a pump, get the . . .

FLOW-MASTER

It handles anything that can be pumped. It will transfer, meter, proportion. High vacuum, high volumet-

ric efficiency, high or low pressure. Constant, non-pulsating delivery. Automatic wear control.

Send for circular



FLOW-MASTER PUMP

MARCO CO. Inc., 511 Monroe Street, Wilmington17, Del.

Established 1936



With hope in our hearts—with a prayer of gratitude on our lips in humble appreciation for the valiant effort and unequal sacrifice of those who bear the scars of battle—we repeat the old, yet ever new, expression of friendship and goodwill. May the New Year bring lasting peace and encouragement for all.



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Caramels, Fudges, Toffees, Suckers,
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Butter Creams, Cream Nougats,
Butter Crisp, Butterscotch,
Chocolate Nut Caramels, Cast
Caramels, Kisses, Chews
Handrolls

"BASIC HYDENSITY PROCESS"

Basic HYFAT

(Hydensity Sweetened Cream)

Developed to replace Cream and Sugar in
your candies, with utmost satisfaction

Gives You Production Insurance!

Protect your business at all times by having a supply of HYFAT on hand in your stockroom. You, like other manufacturing confectioners throughout the country, can absolutely depend on HYFAT (Hydensity Sweetened Cream) to give you high quality, freshness, actual butterfat flavor, uniformity, and perfect keeping quality.

A conservative stock of HYFAT on hand at all time is *Cream Insurance* for you and is good business. HYFAT is easy to handle in the batch, saves cooking time, imparts a rich cream-flavor to confections because it is hydensity, sweetened cream.

Yes, Basic HYFAT on hand, is insurance for your business future. Now is the time to order HYFAT to be sure of having a supply available when you need it.

In view of the emergency in supply and transportation, we urge you to send all your orders direct to our Chicago office, by wire or mail. It is especially desirable that we have some expression on your immediate and possible future requirements so that we may plan our production and shipping schedules in terms of your needs. *Send us your order today!*

Easy to Use!

Just dump it from the tub, strip off the protective paper, and cut off the desired amount. Instantly ready for use. HYFAT can be stored in your own warehouse a long time without deteriorating, and without loss of flavor or quality.

No Scoop!

No Muss!

No Waste!



BASIC INDUSTRIES, INC.

919 N. MICHIGAN AVENUE

CHICAGO, ILL.

1945 Outlook for Confectionery Ingredients

THE tight supply situation which reached a peak of severity during canning season in the north central part of U. S. in September was alleviated in that section somewhat by the movement of the new beet sugar. However, numerous adverse factors—lack of bottoms, labor shortage, etc. affected the eastern refiners who have been unable to deliver to candy manufacturers the quota allotted.

Negotiations for the purchase of the Cuban crop are still pending with the Cuban interests intent on selling two crops, 1945 and 1946, at a price of \$3.15 whereas the American interests are negotiating on the basis of purchase of the 1945 crop and a part of the 1946 crop at a \$3.00 price with an option to buy the balance of the 1946 crop. Candy manufacturers may feel a pinch on sugar once again in the V-E Era if rationing continues on a basis of less than 100% or if sales to quota exempt agencies decline as the armed forces are disbanded.

The situation continues comparatively tight on these ingredients. There is no indication that WFA will permit fats and oils processors to increase the amount they are now manufacturing (88% or types used by confectioners). No early resumption of coconut oil importation from the Philippines is seen by trade observers in any appreciable quantities.

Predictions are made that movements of this oil will not begin until the finish of the Philippine campaign. There is also much question as to what the condition of the manufacturing plants will be when the Japs are chased out of the islands.

Cocoa and Chocolate

The production of cocoa products has been precarious because of supply, short labor, and the increased demands for these products. The tight cocoa supply situation may be relieved to some extent because of large scale current shipments from Africa, Brazil, and England but the increased flow is expected to be channeled to military requirements leaving little additional for civilian consumption.

Cocoa stocks in licensed warehouses on that date totaled 55,000 bags compared with approximately 131,000 bags at the same time last year. Fears regarding the post-war situation of cocoa products are based on many factors, lack of insect control, government control of crops in England and Brazil, and increased demand by war relieved countries.

The United States normally imports 45% of the total world production. The chocolate and candy industry, the largest consumers of cocoa beans, is dependent upon adequate supplies at reasonable prices if it is to continue to sell candy to the masses on a low unit price basis.

The November 1 estimate of peanut production is 2,336,865,000 pounds. This compares with 2,199,960,000 pounds which were harvested last year and with the 10-year (1933-42) average of 1,341,811,000 pounds. Peanuts of good quality are being marketed. Late frost and good harvesting weather in Oklahoma, Tennessee, Virginia, and North Carolina brought about moderate improvement during the month. These gains were about off-set by small declines in South Carolina, Georgia, Alabama, and Mississippi.

Milk production on farms in the United States during October is estimated at about 9.1 million pounds. The decline from September was less than average and considerably less than took place in 1943. October production was up 4% over the same month of last year. The seasonal decline between the peak month of June and October this year has been approximately the same as average for the 1933-42 period.

Pasture and other feeding conditions have been better this year than last which accounts for the increase in recent production. For the first time since July, 1942, milk production per cow in all regions was both above the previous year and higher than the corresponding 10-year average for the date.

Favorable weather throughout the country during October was conducive to egg production for the month. Hens and pullets on farms laid 3,278,000,000 eggs during October which is 10% above the previous high of last year and 59% above the 10-year (1933-42) average. Egg production during the first 10 month of this year was the highest on record—51,096,000,000 eggs were produced. This is 6% above last year and 49% above the 10-year average. The number of potential layers on farms November 1 (hens and pullets of laying age plus pullets not of laying age) was 10% less than a year ago.

Fruit Crop Reduced

The 1944 grape crop estimated at 2,638,850 tons is 11% below the 1943 record crop but 11% above the 10-year (1933-42) average.

The condition of the California fig crop declined three points during the month of October. Conditions reported as 80% of normal on November 1 were below the November 1, 1943, condition of 86% but above the 10-year (1933-42) average of 75%. The fig harvest was about completed before the rain of October 31. The quality of the crop is reported to be quite satisfactory.

The United States pecan crop is estimated at 143,415,000 pounds. This is 4% below the October 1 forecast but still the largest crop on record. The 1943 crop totaled 128,949,000 pounds and the 10-year (1933-42) average is 92,010,000. Production in 1944 of improved varieties is indicated at 58,303,000 and seedling varieties 85,112,000 which compares with 56,688,000 and 72,261,000 respectively in 1943. Most of the increase over last year is in the seedling variety and in the states of Texas and Louisiana.

Production of almonds in California is estimated at 20,700 tons and exceeds the 1943 production of 16,000 tons by 29% and the 10-year (1933-42) average of 13,390 tons by 55%.

The 1944 walnut crop is indicated to be 69,200 tons—well above both the 1943 crop of 63,300 tons and the 10-year (1933-42) average of 54,650 tons. Both the yield and quality of the California crop were reduced by short periods of extremely hot weather in late August and September.

Production of filberts is now estimated at 6,560 tons compared with the 1943 crop of 7,030 tons, and the 10-year average of 2,775 tons.

Estimates of corn production have been raised 61,000,000 bushels to a total of 3,258,000,000 bushels which would be 4% above production in any past year.



DON'T FUSS OR FUME . . .

When The Wheels Don't Turn CALL

**WHEN
YOU
BUY
BURRELL
BELTS
YOU
"BUY
PERFORMANCE"**



The BURRELL Belting Company's service department and we'll be glad to help you get them moving again if you are having belting trouble. Read the following suggestions to save yourself trouble.

Here Are A Few Tips For You

Before it is necessary to call a BURRELL representative to solve breakdowns, follow a few simple rules to help prevent them: Keep just enough tension on belts to prevent slipping; Keep pulleys and nosebars in alignment always; Keep pulleys, nosebars and scrapers clean at all times; Clean belts while on equipment; See that belt edges are not rubbing anywhere to prevent stretching.



"The TEN BURRELL Stars!"

- ★ CRACK-LESS Glazed Enrober Belting
- ★ THIN-TEX CRACK-LESS Glazed Belting
- ★ Innerwoven Conveyor Belting
- ★ Caramel Cutter Belts
- ★ Feed Table Belts (endless)
- ★ Batch Roller Belts (patented)
- ★ Caramel Cutter Boards
- ★ Cold Table Belts (endless)
- ★ White Glazed Enrober Belting (Double texture; Single texture; Aero-weight).
- ★ Packaging Table Belts (Treated and Untreated)

Belt Installation

Clean thoroughly all pulleys, nosebars and scrapers. Any material allowed to build up on these parts will stretch the belt at the point of contact. Be sure all pulleys and nosebars are perfectly straight. Use every precaution to prevent the belt pulling out of shape. If either edge stretches, the belt will run crooked.



Ordering Belts

Include the exact length and width of each belt when ordering. To measure the length of belt required, be sure all take-ups are at such a position that the minimum length of belt can be determined with a steel tape. Be sure that the path traveled by the tape will be the same as that which the belt will travel.

The successful operation of any production line depends upon the care given to each part in that line. Since feed table belts are the first parts of the line to come into contact with the candy and from there on to other belts, it is imperative that careful consideration be given to their ordering and installation. BURRELL belts are made to fit their job. Give them a real chance to do it and they will last longer and speed your production!

**FOR A VERY MERRY CHRISTMAS
BUY MORE WAR BONDS**

We Wish You A Merry Christmas and A Happy New Year

BURRELL BELTING COMPANY

413 S. HERMITAGE AVE.

CHICAGO, ILLINOIS

SUGAR:

Is It A Food or Poison?

By LEONARD WICKENDEN
Consulting Chemist

PART II*

OVER-WEIGHT has a variety of causes, but the most obvious is over-eating. There is no reason whatever for believing that sugar produces fat more readily than any other carbohydrate. Merely reducing the amount of sugar while keeping the total consumption of food at the same level will never slim any waist-lines, and the man who solemnly sweetens his coffee with a tablet of saccharine at the end of a too heavy meal is deceiving himself if he thinks he is improving his figure.

As for diabetes, the excess of sugar in the bloodstream which is finally eliminated by the kidneys is caused by a disorder of the pancreas and the idea that this disorder results from eating sugar is entirely erroneous. It is now generally accepted by the medical world that sugar does not and cannot cause diabetes.

If only one percent of the population can consume their normal sugar desires without serious consequences, a very large percentage of the population in those countries having a high sugar consumption should show definite signs of having been harmed. We should expect their physical standards to be inferior to those in countries having a small sugar consumption. What are the facts?

Sugar-Eaters Healthy

The three countries in which, for many years, sugar consumption per head of the population has been highest are Australia, the United States, and Denmark. The per capita consumption of sugar in those three countries, approximating 100 lbs. per capita per year, is about four times that in India, Mexico, and Italy.

Here we have three countries in different parts of the world populated with large sugar consumers, and three others, equally scattered, with small sugar consumers. One must, of course, grant that other factors besides sugar consumption enter into the physical well-being of a people, but is there any sign of the first three nations being seriously harmed? And is it possible to find any other three nations in which low sugar consumption is accompanied by high physical standards? It does not seem so. Generally speaking, those countries in which physical standards are high are large sugar consumers. Those in which physical standards are low are small sugar consumers.

Is there some reason for this or is it only a coincidence? There is, of course, the obvious reason that as the family income rises the amount of food eaten tends to rise with it, but that is not the whole story. Because sugar makes many other foods more palatable, it causes us to eat more

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Mr. Leonard Wickenden

post graduate course in the Chemistry of Food at the Tunbridge Wells Technical Institute. He came to this country in 1911 and during the last twenty years has worked on problems connected with the refining of sugar. He has been granted twenty-three patents by the United States Patent Office. He is a Fellow of the American Institute of Chemists, a member

of the American Chemical Society, the Society of Chemical Industry, the American Association for the Advancement of Science, and of the Chemists' Club. For fifteen years he was Vice-President of the Suchar Process Corporation but is now an independent consulting chemist, with offices at 120 Wall Street, New York City. In recent years, he has experimented with the enrichment of sugar with vitamins.

of them—not less, as so many dieticians insist.

Listening to some of the discussions on this subject one would be led to believe that we consume most of our sugar in the form of candy. That is far from being true. Of the approximately 100 lbs. of sugar which the average American consumes in every normal year, less than 6½ lbs. gets into candy and confectionery and even if we add soft drinks the total rises to little more than 10 lbs. On the other hand, more than 60 lbs. are used either in his own home or in restaurants.

For what purposes does he use this 60 lbs. of sugar? Partly, of course, to sweeten his coffee or tea, but mainly to render other foods more palatable. If it were not for sugar, would the consumption of fruit rise or fall? Should we eat more grapefruit or less if we were unable to sweeten it? If our supply of sugar were completely cut off, would all the fruit that we eat in pies, jellies and jams, and as canned fruit, be eaten raw or unsweetened? What about cereals? Would children eat as freely of break-

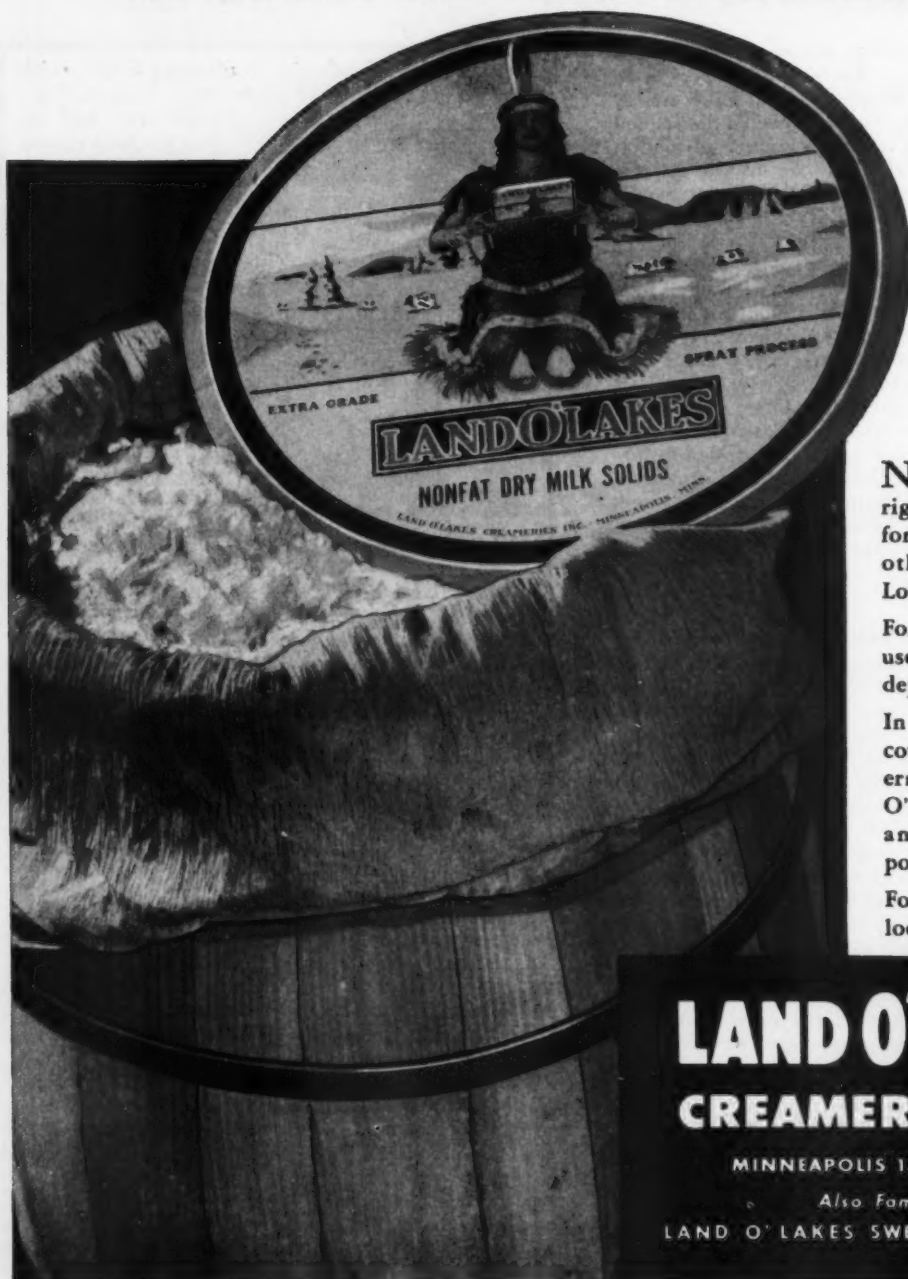
*This is the second part of Mr. Wickenden's article on Sugar. The first part appeared in the November issue of *The Manufacturing Confectioner*.



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fast cereals, hot and cold, without a sprinkling of sugar? How about the wheat, corn, rye, oats and soy bean flour consumed in cakes, cookies, muffins, pies and crackers—in what form could we eat them if we had no sugar? If we could make no ice-cream, milk shakes or milk puddings, would the consumption of milk rise or fall? How often should we eat baked beans if we had no sugar or syrup to sweeten them?

A consideration of all these questions forces us to conclude that sugar leads us to eat more rather than less of other foods, many of which belong to the so-called "protective" group to which nutritionists rightly attach so much importance because they are rich in vitamins and minerals.

Food Consumption Rises

This conclusion receives strong support from the figures showing the change in eating habits during the last 30 years. It is often said—usually with sorrow—that the average American eats more sugar today than he did in the early part of the century. That is true. For every pound of sugar he ate in 1909 he ate 1 1/4 lbs. in 1941. But how did his consumption of other foods change during the same period? Let us list how much of the following foods he ate in 1941 for each pound that he ate in 1909:

Sugar	1 1/4 lbs.
Beans and nuts	1 lb. 7 oz.
Evaporated milk and	
Ice Cream	2 lb. 7 oz.
Citrus fruits	3 lbs.
Canned fruits	3 1/4 lbs.

What kind of picture do these figures give us of what is happening to the meals of American families? It is obvious that we are increasing our consumption of all the above "protective" foods to a greater degree than we are increasing the consumption of sugar. It also suggests very strongly, that we have increased our sugar *because* of the increase in these other foods. Beans are eaten with molasses. Large amounts of nuts are used in candy. Canned fruits are preserved in syrup. Ice cream is largely sugar. Citrus fruits commonly need sweetening.

According to figures published by Colonel Paul E. Howe of the Office of the Surgeon General, U. S. Army, sugar fed by the army to our soldiers averages 96 lbs. per man per annum. This figure is peculiarly interesting because it indicates that expert nutritionists of the Army, after careful planning based on the most up-to-date scientific knowledge, arrived at a diet which included an amount of sugar almost exactly equal to the figure which the American civilian had reached by following his own taste and good sense. It does not include the candy and soft drinks purchased by the men at canteens and elsewhere, which would probably add at least another 10 lbs. per man per annum.

If the statements made by newspaper columnists and others are correct, the Army experts are giving our soldiers three times as much sugar as is demanded by a good diet and are thereby causing them serious harm. Is there any evidence of this? Apparently not. The physical condition of men in the army is conceded to be good. Writing to the American press in August 1943, the venerable and distinguished British physician, Dr. Josiah Oldfield, said: "Let me . . . assure all your readers

Warn Quick Action is Needed to Avert New Sugar Scarcity

Blames U. S. Program

The government's mishandling of the war time sugar production program is responsible for the shortages of the commodity, Ody H. Lamborn, president of Lamborn & Co., New York, recently told the convention of American Bottlers of Carbonated Beverages in the Morrison hotel, Chicago.

"We are suffering from the sugar restriction program of 1943, when Cuba was permitted to produce only 3,225,000 tons out of a potential 5 million tons," Lamborn said. "We are suffering from a loss of production in Puerto Rico of approximately 300,000 tons."

Two Beet Crops Short

"We are suffering from two disastrously short beet crops—those of 1943 and 1944. In each of these years the beet crops turned out to be about 500,000 tons less than normal. Those beet crops were short largely because of the delayed government sugar programs, inadequate help to the farmer on labor, and the pressure by government on the farmers to produce crops other than sugar beet and sugar cane."

Describing 1945 production prospects in off shore areas as fair, Lamborn said Cuba might raise 5 million tons and Puerto Rico might step up production from 725,000 tons this year to 950,000 tons in 1945. He estimated Hawaii's tonnage would remain at 1944 levels—about 885,000.

Despite this outlook, he warned, the government should insure the largest possible domestic production of sugar beets and cane.

Too Few Ships Used

The food industry war committee warned recently that the United States will face a serious sugar shortage unless government agencies take "constructive action quickly."

In a report sent to government officials by its chairman, Clarence Francis, also chairman of General Foods corporation, the FIWC attributed the scarcity of sugar to two causes:

1. Inadequate assignment of ships to bring in raw sugar which is available in the offshore areas.
2. Insufficient continental production of sugar.

Urges Simplified Rationing

Besides remedying those causes, the committee recommended steps to stimulate increased sugar output in Cuba, Puerto Rico and Hawaii; give domestic refiners assistance on man power and equipment priorities; revamp the current rationing and allocation program so that it can be administered more effectively, and prevent sugar from being diverted to high test molasses to make industrial alcohol.

The report said domestic sugar stocks totaled 465,000 tons on Oct. 1. "Since the United States in 1944 used some 750,000 tons more than was contemplated," it added, "we will start off the new year with perhaps 500,000 tons lower stocks in the United States than at the beginning of 1944."

The Chicago Tribune

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who have any sons in the Forces in England that their boys are boys to be proud of . . . As a physician I am struck by their generally good teeth, good skin, and that manly bearing which tells of sound spines, hard muscles and fine courage." Dr. Oldfield's praise is gratifying but not surprising. We have only to use our eyes to know he is right.

Can we find any evidence in nature that sugar is an undesirable food? Sugar is so widespread that it is difficult for the human animal to avoid consuming it in one form or another. Human milk is especially rich in sugar (lactose) and by the time an infant is six months old it is consuming close to a pound a week—equivalent, on a weight basis, to about 10 lbs. a week for the infant's 150 lb. father.

Sugar In Other Foods

True, the sugar consumed by the infant is not cane sugar, since the animal organism produces lactose instead of sucrose, which is a vegetable product; but the two sugars are closely related chemically and the man who set out to prove that one is a better food than the other would have no easy task. Nature seems to have little preference. The human intestine has been provided with the means to digest both sugars; it contains lactase for digesting milk sugar and invertase for digesting cane sugar. Sugar is the principal nourishing ingredient of fruits, and in many of them it exists largely as sucrose.

Many vegetables, such as carrots, sweet potatoes, peas, parsnips, and beets contain much sugar. Even leaving on one side sugar-cane, sugar-beet, sorghum, maple sugar, and honey, it would seem that sugar is a natural and healthful source of carbohydrates. We must remember, also, that all starches are converted by the body into sugar (dextrose) before they can be used to supply warmth and energy.

The discovery that sugar is "unnecessary" is a very recent one on the part of the Department of Agriculture. In *Farmers' Bulletin No. 1313*, revised and reprinted in May 1928, the Department advised its readers that "sugar at ordinary prices is an economical body fuel and a very economical flavoring material compared with most extracts and even with spices. If sweets are used in proper proportions to other food materials . . . they play an important part in the diet." The bulletin then gave a sample weekly supply of sweets for a family of five which included 2¼ lbs. of sugar, ¾ lb. of candy and 1½ lbs. of mixed syrups.

Propaganda Not All Groundless

Is all the propaganda against sugar, then, entirely groundless? No, it is not. In one respect sugar is very vulnerable to the attacks of the nutritionists. Its vulnerability rests in the fact that it is too pure. It is almost chemically pure carbohydrate. Its vitamin content is nil, its mineral content negligible. What is the significance of that from the point of view of nutrition?

While men in special circumstances have lived for long periods on a diet consisting chiefly of protein and water, a normal diet contains fats and carbohydrates as well. Not only is such a mixed diet considered, almost universally, to be more healthful; it is more economical. Protein is the expensive item in the diet. It must be so because proteins are largely derived from animals in the form of flesh, cheese, and so forth, and the animals must consume large volumes of vegetable food in the course of producing protein. Even when the protein is of vegetable origin, it still remains relatively expensive because most plants do not produce protein as lavishly as they do carbohydrates.

The United States' Consumption of Sugar in 1941

(In short tons, raw value)

Household and Restaurant	4,594,000	or	61.9%
Baking	682,000	or	9.2%
Candy and Confectionery	478,000	or	6.4%
Canning and Preserving	395,000	or	5.3%
Soft Drinks	290,000	or	3.9%
Flavoring Extracts	286,000	or	3.8%
Dairy Products and Ice Cream	240,000	or	3.2%
Chocolate and Cocoa	169,000	or	2.3%
Other Industries	299,000	or	4.0%
Total Estimated Consumption	7,433,000		

—The U. S. Department of Commerce.

Carbohydrates and fats are valuable sources of heat and energy. If the body is not supplied with enough of these two foods it must get its heat and energy from protein or it will weaken and even die. Economically, therefore, it is sound policy to provide the body with ample carbohydrates because they are the cheapest foods and act as "sparers" of the more costly protein. Of all carbohydrates sugar is the most concentrated and, usually, the cheapest. As a provider of calories per dollar spent it stands at the top of the list, its only possible competitor being flour, which must be cooked before it is eaten, whereas sugar is ready to consume.

Sugar Improves Other Foods

We are, however, faced with the important fact that sugar does not digest properly in the absence of vitamins. The whole story is not yet known, but there is already conclusive proof that in the absence of thiamin (vitamin B₁) not only is sugar unable to yield its full measure of energy, but its consumption leads to the formation of an acid in the system (known as pyruvic acid), which causes lassitude, exhaustion and even in extreme cases serious nervous disorders.

The one saving feature of the situation, as far as sugar is concerned, is that it is rarely eaten alone. No one sits down to a table and consumes a bowl of sugar. Almost invariably it is mixed with other foods, most of which contain both minerals and vitamins. That, however, is not the complete answer which the nutritionists are, with a good deal of justification, demanding. Vitamin B₁, or thiamin, is probably more closely bound up with the proper digestion of carbohydrates than any other vitamin and it is one in which almost all American diets tend to be deficient.

It is unsound, therefore, to assume that a mixed diet will provide a sufficiency of vitamins to take care of the sugar it contains. On the contrary, it is more than probable that there is an unfavorable balance with an excess of sugar over the vitamins required.

The amount of Vitamin B₁ needed for the proper utilization of sugar in the body has been determined in biological laboratories. Assays have also been made on many natural products which contain sugar and the significant fact emerges that *wherever sugar is found in nature it appears to be accompanied by more than sufficient Vitamin B₁ for its proper digestion.*

In the early part of 1942, William R. Jackson, a chemist connected with one of the large chemical houses, made a tour of the island of Cuba for the purpose of collecting samples of sugar cane and juice from various plantations. More than one hundred samples were collected

and assayed and all were found to contain appreciable quantities of vitamins.

Vitamin Content Varies

Samples from American plantations and of sugar beets, have also been examined. Other workers have determined the vitamins in various fruits and vegetables which contain sugar. The amount found has varied with the location, the nature of the soil, and with other conditions, but the average amount of B₁ found is well in excess of the amount which biologists tell us is needed. Appreciable amounts of other vitamins were also found in both sugar cane and sugar beets.

Sugar, then, of itself is a pure, wholesome and concentrated food. In common with all other foods, it is harmful when eaten in excess, but beneficial when eaten in moderation. As it exists in nature, it is always associated with vitamins and at least one is needed for its proper digestion. In the course of extracting it from the cane or beet and purifying it, it is robbed of its vitamins and may, therefore, become harmful in the diet by upsetting the vitamin-carbohydrate balance.

It might seem that the cure for this situation would be to eat our sugar in the form in which nature provides it. The difficulties in the way of doing so are obviously insuperable. To gnaw on a sugar-beet or to drop a slice of sugar cane into our coffee would be far outside the realm of practicable existence. It is sometimes suggested that we should use raw sugar in place of refined but there are many objections to this. In the first place, in the extraction of unrefined sugar from beet or cane, much of the vitamin content is left behind. Secondly, raw beet sugar has a sickly odor and an unpleasant flavor, while raw cane sugar does not keep well, is not clean and tends to cake on storage.

Brown Sugar Is Not Raw

To avoid confusion, it should be explained that the brown, or soft, sugar sold in the stores is not raw sugar, but is made from the syrups which remain after the white sugar has been extracted. Brown sugar, also, therefore, has been robbed of most of the vitamins which were present in the original cane. The simple and logical solution of the problem is to purify our sugar, just as we do it today, and then restore to it the vitamins which were originally associated with it. This can readily be done. Vitamins are now manufactured by the ton. Most of them are white, crystalline substances, not unlike sugar itself, and could be added to sugar at the refinery almost as easily as salt can be added to soup in the kitchen.

The restoration of vitamins to a natural food has already been accomplished in the case of flour, where an exactly similar situation existed—namely, a widely used food which had been robbed of its vitamins in the process of being refined. The very fact that sugar is widely and frequently used makes it an admirable vehicle for ensuring that our people obtain the vitamins which are so necessary for abounding health.

There is a world-wide shortage of food. Millions are starving. An obligation which we must not shirk rests upon all of us to see that every last ounce of food is wrung from the soil. Sugar is a concentrated natural food, a product of rain, air and sunshine. Its yield in pounds per acre is higher than that of any other crop. It increases the palatability of other foods and preserves them from spoilage. It keeps well in storage and occupies little shipping space. With so much in its favor the world does not want to get along without it and would be foolish if it did. Let us see that it reaches the people in a form in which it can render to them its full measure of nourishment.

We regret that the November Issue of THE MANUFACTURING CONFECTIONER arrived late, but the delay was caused by circumstances beyond our control.

Even Publishers have their Production Problems!

Corn Products Advisory Group Formed

The appointment of an industry advisory committee to aid the Office of Price Administration in problems that may arise in the pricing of wet corn milling products was announced by that agency recently. This committee will represent ten companies located principally in Iowa, Illinois, Indiana and Missouri. The principle products of the corn refining industry are corn syrups unmixed, refined and crude corn sugar, blended corn syrups, industrial and edible types of corn starch and dextrines for adhesive uses. Maximum prices for these products are covered by the General Maximum Price Regulation and by Revised Supplementary Regulation 14.

Members of the Corn Products Refining Industry Advisory Committee are: Arthur C. Mohr, Anheuser-Busch, Inc., St. Louis; J. H. Lind, Jr., Penick and Ford, Ltd., New York; Theodore Sander, Jr., American Maize Products Co., New York; Frank Greenwall, National Starch Products, Inc., New York; R. E. Clizby, Clinton Co., Clinton, Iowa; A. E. Staley, Jr., A. E. Staley Manufacturing Co., Decatur, Ill.; George W. Ross, The Huron Milling Co., Inc., New York; Roy L. Kruger, The Hubinger Co., Keokuk, Iowa; Earl B. Pulse, Union Starch & Refining Co., Columbus, Ind.; and Fred Mueller, Corn Products Sales Co., New York.

Christmas Candies Short At Home

Christmas supplies of hard candy and also 5c candy items will be short on the home front this Yuletide according to some thirty leading candy manufacturers who met the past few days at a special conference of directors and committeemen of the National Confectioners' Association. However, stocks of pound packaged candies will be about the same as last year, manufacturers of this type of candy report.

The continuing heavy demands of the armed forces for candy are not expected to let up in the early part of 1945 Colonel R. I. Harry of the Jersey City Quartermaster Depot, Jersey City, N. J., told the candy makers at their meeting. "Overseas resales have been running more than 300 million bars per month," he stated. And no decrease has been sighted.

The sugar, milk, chocolate, nuts, eggs, fruits and other ingredients which went to make the candy canes, fancy, filled and plain hard candies, chocolate Santa Clauses and other novelty Christmas candies of pre-war years are now being used to supply this wartime demand. A large portion of this candy is being purchased by the Jersey City Quartermaster Depot under the recent set-aside order issued by the War Food Administration which provides that every manufacturer of 5c candy items set aside 50% of his monthly production for government use.

There is every expectation that the other purchasing agencies of the government such as the Chicago Quartermaster Depot will continue their demands during the early part of 1945 for confections such as hard candies, caramels, chocolate coated peanuts and raisins and other types included in Army rations.

Other Army and government officials present at the special meeting were Colonel J. W. Fraser, Chief Subsistence Officer; Captains Vernon M. White and L. A. Wright, and Paul L. Redel, Civilian Buyer, all of the Chicago Quartermaster Depot.

Making Your Own Flavors?

By LEON D. GANFORD

James B. Long & Company

WHAT makes people buy your goods TWICE? How long would you be in business if your goods lost their flavor? Have you really figured out how little flavors add to your cost, and how much to your products? Then why so much talk about making your own flavors?

For hundreds of years makers of sweet goods used basic natural products to flavor their goods. With advancing industrialization, they found that the original flavoring materials were unsuitable for many types of goods.

That is where the flavor chemist entered the picture. As the science of chemistry advanced, he found it was possible to develop synthetics that could be skilfully blended to reproduce natural tastes. Not only were the new synthetics quite true, but they also had the added advantages of being highly concentrated, of a uniform quality, and of comparatively low volatility. A small amount went a longer way, and withstood temperatures that would almost completely destroy the old style natural flavors; and so the flavor compounders were able to give the candy makers skilfully concocted natural flavor imitations at a fraction of the cost of the old style flavors.

Flavor Compounding is an Art

Modern flavor compounding is an art, and, of course, has its basis in the science of chemistry. Although it is true that every good flavor maker has a thorough knowledge of chemistry, it does not follow that every chemist is a good flavor maker.

A flavor chemist is more than a scientist—he is an artist. Because a man is a good draftsman, it does not follow that he is a Rembrandt. The creation of something beautiful requires more than mere mechanical skill. It requires imagination, infinite patience, and a genuine love of the work. Expert candy makers know that many a man can learn routine, but it is the man with imagination and love of the work who develops the new piece that the trade acclaims.

Certain apparently intelligent persons have advocated that manufacturing confectioners should establish their own flavor compounding units, on the theory that the resultant savings (?) would be worth while. This theory of self-subsistence can be carried to foolish extremes. We live in an age of specialization. What practical candy manufacturer would want to start producing *all* the raw materials he requires for his finished goods? Is he going to go back to the beginning and produce his own sugar, chocolate coatings, syrups, gums, starches, oils, shortenings, machinery, etc? Many different industries furnish these products. He *could* eliminate them, but if the public became smitten with the idea of self-subsistence, and went back to candy making in the kitchen, what would happen to his business?

Too many persons with a smattering of scientific knowledge have the impression that compounding a flavor is a comparatively simple matter, and that the flavor

chemist dashes together a fine, high-temperature, hard candy flavor in an afternoon, and then sits back to enjoy a flood of profits. He knows nothing of the hundreds, or perhaps thousands, of experimental formulae that were tried before the correct one was found.

When Ehrlich finally hit upon Arsphenamine, which has proved so useful in medicine, he first called it "606", because it was the 606th preparation he had made in his long effort to achieve his goal. Developing a flavor formula demands the same patient, intense application, and many is the amateur scientist who has lost his illusions about flavor compounding after a trial at it. If competing flavor houses, with their long experiences, have difficulty in matching each other's flavors, what chance does some inexperienced chemist have? Anybody can make a vanillin solution, but few can make an imitation vanilla.

There are instances where candy manufacturers have hired chemists who have made great promises and have failed to deliver the goods. The manufacturer can look sadly on his adventure in self-subsistence, and remember that the investment he has wasted on man and equipment would have paid his flavor bill for years!

Controls Valuable

It is highly desirable, of course, for a manufacturer to set up controls over both raw materials and finished goods. Here, the control chemist plays an important role, for on him rests a great responsibility. The qualified man has the rare ability to select on a scientific and practical basis the merchandise that will give him the quality he wants. The experienced confectionery chemist knows that no one flavor house has a monopoly on flavors. He takes advantage of the natural competition for improvement of flavors, thereby receiving the best the flavor industry has to offer.

The more progressive flavor houses are offering the benefits of their accumulated experiences, and quite often a consultation with one of their experts will solve a serious problem. The cost of that service is nothing, for you bought service when you bought that bottle of flavor!

Combat Rations Improved

In order to introduce more calories and, at the same time, provide greater variety for soldiers on combat rations for extended periods, the Quartermaster Corps is providing fudge discs in place of hard candy in one of the units of the "C" Ration. The fudge discs will be included in one of the "B" Units as soon as production can be obtained, and the hard candy already purchased for this purpose has been consumed.

Most service men overseas who haven't been able to get any candy but the hard types included in the past rations, will appreciate any change that is made, especially if it includes a candy such as fudge.



THE Manufacturing RETAILER



Candy Has Food Value

By W. H. CHILDS

FOOD has received a great deal of attention, especially during recent years. You can hardly pick up a daily paper without seeing some headlined statement about food, be it, in connection with rationing or local supply conditions.

According to Dr. Anton J. Carlson, of the University of Chicago, about 90 percent of our present knowledge of food has been obtained in the last 50 years and yet there is more to be learned. There is no doubt that the knowledge of food and nutrition will be greatly extended.

Candy has come in for some pretty hard knocks from many nutritional authorities. Candy has been blamed for many faults. The chief "fault," perhaps, is that it is not a balanced food. By nature, candy has been a highly concentrated energy food. That was fine back in the days when the public thought calories were the all important food factor. But candy was left out of the Basic Seven Foods.

Owes Thanks to Armed Services

The candy industry owes a vote of thanks to the armed services for their liking of candy. You are all familiar with the need of candy by the different service branches. The service units are the best candy salesmen the industry ever had. But what of the post war period?

The National Confectioners' Association has been one of the foremost exponents of telling the public about candy. You have seen many of these advertisements. A current advertisement stresses the question: "What is candy made of?"

Through research sponsored by N. C. A., much has been accomplished. New formulae have been devised and made available to members who are in a position to produce the "new" candy. It must be remembered that work of this kind can not be finished quickly. Research is slow but a start has been made and the work will continue.

Companies producing soy bean, wheat germ, and many other products have had their own laboratories work on the applications of these products in various foods. Most of these suppliers have their own service men who contact the candy trade. These service men are qualified to demonstrate how their company's special product may improve or "enrich" candies.

Candy has a unique distinction among foods in its remarkable taste appeal. We can all recall the days when we were told to eat a bit of this or that because it was good for us. One does not have to punish a child to get him to eat candy.

Taste appeal is of primary importance. People will always eat a food which is tasty and candy certainly is a delicious food. Novel ingredients may improve the nutritional value and yet detract from the flavor, and thereby prove a failure. The flavor of the novel ingredient must

harmonize with the candy. Bland materials are very easy to use as the added flavoring (vanilla, chocolate, peppermint, etc.) can easily overcome mere blandness.

Some candies and bars have been fortified with added vitamins and minerals. While much may be said for mineral and vitamin fortification, still a candy so fortified may not be balanced, nutritionally speaking. Probably, perfect balance nutritionally will never be attained. We do not recall any perfect foods. But if we can bring candy into line a little better, certainly some good will result.

It is not uncommon for a chocolate fudge to have the following composition: 78.1% carbohydrates, 2.7% protein, 7.6% fat and 1779 calories per pound with little ash or mineral content.

The composition of a chocolate fudge developed by the N. C. A. Research Program is as follows: 72.9% carbohydrates, 7.2% protein, 9.4% fat and 1850 calories per pound and containing minerals and vitamins.

Letters to *THE MANUFACTURING CONFECTIONER* have requested data on food and nutrition. For the purpose of bringing information on candy nutritional content to you who are hoping to increase your candy sales in the post-war period and who desire to know how to calculate the composition of your candies and improve them, we are publishing food data on various candy ingredients as taken from reliable sources.

The food chart is not complete. We wish to extend this and in a future article will deal more with calculating candy compositions.

The U. S. Department of Agriculture, Circular No. 549, June 1940, "Proximate Composition of American Food Materials," lists the composition of candies as follows:

	Moisture %	Calories per lb.	Carbohydrates %	Protein %	Fat %	Ash %
Butterscotch	5.0	1,980	82.0		12.0	1.0
Caramels	7.0	1,940	78.0	2.0	12.0	1.0
Chocolate						
Creams	9.0	1,950	72.0	4.0	14.0	1.0
Fondant	8.0	1,650	91.0			1.0
Fudge						
(plain)	5.0	1,795	88.0	2.0	4.0	1.0
Hard	1.0	1,795	99.0			
Marsh-mallow	15.0	1,525	81.0	3.0		1.0
Peanut						
Brittle	2.0	2,170	67.0	12.0	18.0	1.0

In all cases, it must be remembered that the analysis of food materials is subject to variation. This is because the natural products show variation and as manufacturing formulae vary, it is natural, that the final products will vary.

From the above analytical data, it is noteworthy that

Candy, as mentioned before, is a highly concentrated food. It contains, as a rule, a lower moisture content than most of our common foods. The moisture content of candy will, perhaps, range from as low as 0.5% to 25.0% or 30.0%; the hard candies being at the lower range and the gums and jellies at the higher figure. The moisture content of all candy might, perhaps, average 10%. Most foods have a much higher moisture content,

as for example, roast beef 60%, white bread 35.9%, American cheese (cheddar) 39.0%, and plain ice cream 62%.

Many fads have invaded our food habits, Science does not yet hold the answer to the question, "What is a perfect diet?" One of the best answers given by a doctor was, "Eat as varied a diet as possible and as much as you need."

"FOOD CHART"		Per Cent by Weight						Parts per Million		Vitamins		
Product	Calories per pound	Carbohydrate	Protein	Fat	Ash	Calcium	Phosphorous	Iron	Copper	Thiamin B ₁	Riboflavin B ₂	Niacin
Sweeteners:												
Corn Syrup	1460	80.6	0.2
Corn Sugar	1635	90.0
Honey	1448	79.5	0.3	0.2	.004	.019	7.0	2.0	6	60	32
Invert Sugar	1450	80
Molasses	1298	69.3	2.1	3.2	.211	.044	73.0	19.3
Sugar (White)	1806	99.5
Sugar (Brown)	1743	95.5	0.4	1.2	.090	.012	26.1
Dairy Products												
Butter	3328	0.4	0.6	81.0	2.5	.015	.017	2.0	0-120	8	F
Condensed Milk	1484	54.8	8.1	8.4	1.7	.300	.235	6.0	1.0	72	350
Cream	944	4.0	2.9	20.0	0.6	.090	.080	2.2	1.5	60	350
Dried Skim Milk	1630	52.0	35.6	1.0	7.9	1.240	.960	35.0	5.7	380	2400	1
Dried Whey	1611	74.5	13.0	0.5	8.5	.572	.524	7.0	1100	5900	28
Dried Whole Milk	2250	38.0	25.8	26.7	6.0
Evaporated Milk	631	9.9	7.0	7.9	1.5	.250	.200	5.3	1.2	60	320	160
Whole Milk	313	4.9	3.5	3.9	0.7	.120	.093	2.4	0.2	36	210	145
Chocolate Products:												
Chocolate (Bitter)	2819	25.0	11.0	53.0	3.2	.093	.447	69.0	25.0	75
Chocolate (Milk)	2455	54.0	6.0	33.5	1.7
Chocolate (Sweet)	2402	56.5	3.8	32.0	1.1	.032	.154	24.0	9.0	75
Cocoa	2439	26.3	19.3	15.0	5.6	.163	.785	121.0	44.0	84
Fats:												
Edible Oils	4082	100
Nuts:												
Almonds	2855	16.9	18.6	54.1	3.0	.239	.465	40.0	12.1	300	600
Brazil Nuts	3114	8.9	14.4	65.9	3.4	.176	.592	40.0	13.9	1100	G
Cocanut (Dried)	2969	28.1	6.3	57.4	1.3	.059	.155	20.0	6.9	70	100
Filberts	2978	14.3	12.7	60.9	2.7	.287	.354	41.0	12.0	500	G
Peanuts	2678	21.2	26.9	44.2	2.7	.071	.399	20.0	9.6	680	500	13
Pecans	3350	10.8	9.4	73.0	1.6	.089	.335	26.0	13.6	1000	250
Walnuts (English)	3150	13.5	15.0	64.4	1.7	.060	.360	21.0	10.0	340	F
Fruits:												
Apples (Dried)	1395	73.2	1.4	1.0	1.4
Apricots (Dried)	1325	66.9	5.2	0.4	3.5
Dates (Dried)	1389	73.0	2.2	0.6	1.8	.065	.056	36.0	3.8	72	30	2
Figs (Dried)	1257	62.6	4.0	1.2	2.4	.162	.116	28.7	3.5	100	100
Prunes (Dried)	1325	69.4	2.3	0.6	2.1	.054	.105	28.5	4.1	180	650
Raisins	1325	69.5	2.3	0.5	2.0	.064	.132	43.4	2.0	100	130
Colloids:												
Egg White (Fresh) ..	208	0.8	10.8	0.6	.015	.014	1.0	0.7	250
Egg Albumen	1658	6.3	85.0	4.7
Gelatin	1557	85.6	0.1	1.3	.453	.234
Newer Products:												
Cottonseed Flour	1698	21.4	57.5	6.5	6.2	.200	1.26	120.0	10	10	85
Peanut Flour	1850	20.5	59.0	9.7	3.8	.065	0.565	100.0	6	3	189
Soy Flour (low)	1560	31.2	53.0	0.8	6.0	.33	0.62	200.0	7.5	4	60
Soy Flour (med.)	1737	30.0	50.0	7.0	5.5	.33	0.62	200.0	7.0	3.8	57
Soy Flour (full)	2077	24.5	40.5	22.0	5.0	.28	0.60	200.0	6.0	3.2	48
Wheat Germ Flour	1587	46.1	39.0	0.8	5.0	.067	1.100	110.0	14.0	33	8	69

NOTE: indicates lack of data. Vitamins B₁ and B₂ are expressed in micrograms. Niacin is expressed in milligrams per 100 grams or ml of food.
F fair source, G good source.

TECHNICAL LITERATURE DIGEST

Hydrolysis of Starch by Sulfurous Acid

Mason Hayek and R. L. Shriner, *Ind. & Eng. Chem.*, Vol. 36, No. 11 (1944)—THE hydrolysis of starch, corn mash and wheat mash has been studied in the presence of sulfurous acid. Time, temperature and concentration of sulfur dioxide were varied, and nearly complete conversion to glucose was obtained. The sulfur dioxide may be removed and the resulting mash fermented to produce alcohol in good yields.

Kinetics of Sucrose Crystallization— Pure Sucrose Solutions

Andrew Van Hook, *Ind. & Eng. Chem.*, Vol. 36, No. 11 (1944)—THE enhanced velocity of crystallization of sucrose from pure aqueous solutions at high supersaturations may be accounted for on the basis of the increased activity of sucrose in solution. The fundamental rate equation is: $\text{Velocity} = k(a - a_{\text{satd}})$. The activities are estimated by rather long but reasonable extrapolations of vapor pressure data. Published and new data on velocity of growth, even in the presence of pronounced false grain, can be accounted for by this means.

Kinetics of Sucrose Crystallization— Sucrose, Salt Solutions

Andrew Van Hook and D. S. Shields, *Ind. & Eng. Chem.*, Vol. 36, No. 11 (1944)—THE activity theory of sucrose crystallization is applied to the crystallization in the presence of electrolytes and nonelectrolyte impurities. Interionic theory indicates a maximum in the salt effect and a common denominator in terms of the ionic strength to explain the effects of different valence type electrolytes. Molasses-forming constituents are accounted for in a semi-empirical way.

Thermophilic Bacteria in Foods

C. H. Castell, *Food Research*, Vol. 9, No. 5 (1944)—THERMOPHILIC bacteria are widely distributed in nature. Sugar and starch have been studied. Minor food ingredients such as water, food colors, flavorings, spices, cereal products, emulsifiers, fillers, dairy products, cocoa, etc. are tabulated.

Survey of Brazilian Mint Oil and Menthol

Dr. Ernest Guenther, *The Amer. Perfumer*, Vol. 46, No. 9, 10, 11 (1944)—CURRENT conditions in Brazil are speculative and uncertain. The growers and middlemen are largely unreliable. Production is expanding rapidly and striving towards stabilization. The growing of *Mentha arvensis* in Brazil is discussed under climatic and soil conditions as well as the harvesting, distillation and yield of the oil. Physico-chemical properties of the oil are given; method of menthol production and yields. Factors influence the future production of mint oil.

Papaya Products

J. L. Heid and A. L. Curl, *The Fruit Products Jour.*, Vol. 24, No. 2 (1944)—PAPAYA offers promising pos-

sibilities aside from its advantages in natural state. Experimental methods for preparing many products such as dried and canned papaya and candied papaya. The candied papaya is similar to candied citron peel.

Editor's Note: Candy manufacturers interested in a distinctive candy might get an idea from this paper).

Gustation, Part 3

R. W. Moncrieff, *Food Manufacture*, Vol. 19, No. 10 (1944)—TASTE blindness is discussed. The body must be normal and healthy to enjoy the flavor of food or drink. Effect of temperature on taste is discussed. Taste sense is subject to fatigue. A summary of taste theories is given.

Wartime Food Packages

Arthur May, *Food in Canada*, Vol. 4, No. 9 (1944)—THE necessity of utility in packaging for wartime products is discussed. Maximum utility by minimum use of critical materials and labor has been achieved.

Package Research at N. R. C.

M. W. Thistle and F. T. Rossner, *Food in Canada*, Vol. 4, No. 9 (1944)—MOISTURE problems of dehydrated foods, barriers to moisture, and methods of testing are discussed. Package types such as dried egg and gas packing show need for further improvement.

Where Do We Go From Here

W. R. Phillips, *Food in Canada*, Vol. 4, No. 9 (1944)—THIS is a study of package research on dehydrated foods, fruits and vegetables.

Concerning Vitamins in Confectionery

Ernest J. Clyne, *Confectionery Production*, Vol. 10, No. 10 (1944)—THIS discusses the fortification of confectionery and chocolate products with vitamins and minerals. The bulk of confectionery is estimated to consist of 70% sugars and corn syrup. Few vitamins exist in processed confectionery.

Brazilian Sweet Orange Oil

Dr. Ernest Guenther, *Food Industries*, Vol. 16, No. 11 (1944)—ABOUT 400 tons of orange oil was produced in 1939 but over-production caused price drop and trouble. Present conditions are bad. 1944 production may be 20 tons. Types of oranges grown, manufacturing methods and quality of oil produced are discussed. The quality of oil has been disappointing. By-products may help the industry financially. The yield of the oil is about 0.5%. The physico-chemical properties of Brazilian Orange Oil are given with comments.

Dictionary of Raw Materials

(Continued from November Issue)

Clove

PRIMARY.—Origin. Lead-free, purified, sound and clean. Colorless to pale yellow, darkening with age. Meets U. S. P. XII standards. Fine flavor and aroma. **OPTIONAL.**—Minimum eugenol content 80%.

Eucalyptus

PRIMARY.—Lead-free, purified, sound and clean. Colorless or pale yellow. Fine flavor and taste. Meets U. S. P. XII standards. **OPTIONAL.**—Minimum eucalyptol content 70%.

Grapefruit

PRIMARY.—Natural or terpeneless. Origin. Free from other citrus oils, added terpenes or added citral. Fresh, sound and clean. Fine flavor and aroma.

Lemon

PRIMARY.—Distilled or expressed. Natural or terpeneless. Origin. Free from other citrus oils or added citral. Fresh, sound and clean. Free from rancidity, terbinthinate odor and flavor. Fine flavor and aroma. **OPTIONAL.**—Minimum citral (or minimum yield of terpeneless oil 5-6%) content 3%.

Lime

PRIMARY.—Distilled or expressed. Natural or terpeneless. Origin. Free from other citrus oils, lime terpenes, or added citral. Fresh, sound and clean. Free from rancidity, terbinthinate odor and flavor. Fine flavor and aroma.

Orange (Sweet or Bitter; Mandarin)

PRIMARY.—Distilled or expressed. Natural or terpeneless. Origin. Free from other citrus oils, orange terpenes or added citral. Fresh, sound and clean. Free from rancidity, terbinthinate odor and flavor. Fine flavor and aroma.

Peppermint

PRIMARY.—Natural to triple distilled. Blended or unblended. Origin. Sound and clean. Free from Japanese oil or added menthol. Meets U. S. P. XII standards. Fine flavor and aroma. Water-white. Age. **OPTIONAL.**—Minimum menthol content 50%.

Sassafras

PRIMARY.—Natural. Meets U. S. P. XII standards. Free from added camphor or saffrol. Sound and clean. Fine flavor and aroma. Yellow to reddish yellow color.

Spearmint

PRIMARY.—Origin. Meets U. S. P. XII standards. Natural to redistilled. Sound and clean. Colorless to yellow or greenish yellow. Fine flavor and aroma.

Wintergreen (Sweet Birch or Wintergreen)

PRIMARY.—Genuine (free from synthetic methyl salicylate). Meets U. S. P. XII standards. Sound and clean. Fine flavor and aroma. **OPTIONAL.**—Methyl salicylate, U. S. P. XII standard.

Extracts (See Flavors)

PRIMARY.—Kind. Degree of concentration. Alcoholic content. U. S. P. standard or better. Fine flavor and aroma.

Fats and Oils (See kind)

PRIMARY.—Kind. Process. On expressed oils: Pressing. Dry and sterile. Color. Sweet in odor and flavor. **OPTIONAL.**—Melting point by agreed test.

Figs, Dried

PRIMARY.—Crop season. Origin. How packed (pulled, layer, etc.). Size. Natural or bleached. Dipped or undipped. Grade. Sound and clean. Free from fermentation, crystallization, mold, refuse, or infestation. Good texture and flavor.

OPTIONAL.—Firm, perfect fruit. Properly dry (uniformity in moisture content). Tender skins. Bright color, free from spots. Content of sulphur dioxide.

Fig Paste

PRIMARY.—Variety of figs used. Free from fermentation, mold, refuse or infestation. Free from 'filler material.' If sweetened, sugar content. Grade. Good color, texture and flavor.

Filberts

PRIMARY.—Crop year. Origin (domestic or foreign). Selected or ungraded. Size. Sound and sweet. Free from mold and infestation. Good flavor and white meats.

Flavors

PRIMARY.—Kind. True, synthetic or compound. Liquid, paste, emulsion or powder. Degree of concentration. On liquid: alcoholic or non-alcoholic. Finess of aroma and permanency of flavor. Specify type of candy for which flavor is used.

Flour (See under Cottonseed, Oat, Wheat, etc.)

Fruit Pectin (See under Pectin)

Fruits (See under Kind)

Gelatine

PRIMARY.—Origin. Kind (granulated, powdered, flake or sheet). Grade. Clean and uniform, colorless, tasteless and odorless. Moisture content. Ash content. Meets legal standards on heavy metal content. Bacterial count. Good beating quality (test). Jelly strength (test). pH or acidity.

Ginger, Preserved

PRIMARY.—Crop year or pack. Root or stem. Origin. Brine or syrup. Sound and clean. Free from spots. Good color and flavor.

Glycerine

PRIMARY.—C.P. or U.S.P. grade. Colorless, odorless, and sweet-tasting liquid.

Glucose (See Corn Sugar)

Grapefruit Peel (See Peels, Fruit)

Gum Arabic

PRIMARY.—Cleaned amber sorts, fine, bold or special grained; powdered. Color (white, amber, etc.). Grade, U.S.P. Free from foreign matter. Preferably not more than 4% of ash, 15% of moisture or 1% of insoluble material. Desirable tests: viscosity of a 10% solution in water, and titratable acidity.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

1944 Candy Clinic Selections

The selections that were picked for review from samples received during the year will come under one of the following headings: Assorted Chocolates, Hard Candies, Fudge and Caramels, Toffees and Chewy Candies, Chewing Gum, Solid Chocolate Bars, Coated Bars, Novelties, Summer Candies.

Assorted Chocolates

CODE 6D44

Assorted Chocolate—1 lb.—80c

(Sent in for Analysis No. 4431)

Appearance of Package: Good.

Box: One layer, white paper top printed in black, white embossed paper wrapper tied with pink grass ribbon.

Appearance of Box on Opening: Good.

Number of Pieces: Dark 22, light 15.

Coatings: Light and Dark: Good for this priced candy.

Dark Coated Centers:

Chips: Good.

Jelly: Could not identify flavor.

Marshmallow: Fair.

Vanilla Caramel: Good.

Orange Peel: Good.

Chocolate Cream: Good.

Hard Candy Pieces: Good.

Fruit and Nut Paste: Good.

Peanut Cluster: Good.

Vanilla Nut Cream: Good.

Orange Cream: Good.

Nut Cream: Good.

Prunes: Good.

Pink Cream: Could not identify flavor.

Jelly Marshmallow: Fair.

Light Coated Pieces:

Raisin Clusters: Good.

Apricot and Nuts: Good.

Molasses Chew: Good.

Nut Chew: Good.

Vanilla Caramel: Good.

Peanut Cluster: Good.

Nut Cream: Good.

Marshmallow: Fair.

Dark Nut Cream: Good.

Chocolate Paste and Almonds: Good.

Vanilla Cream: Good.

Cream: Could not identify flavor.

Molasses Sponge Stick: Good.

Assortment: Good.

Remarks: One of the best boxes of this priced candy that the Clinic has examined this year.

Suggest that the marshmallow be checked up as it is tough. Some of the creams lacked flavor, also some of the jellies. It is most important to use good flavors and a sufficient amount to give creams and jellies a good strong flavor.

There are a number of 65c and 70c boxes on the Eastern market that are as good as this box at 80c—also in Chicago.

REVIEW—While this box of chocolates is not outstanding, it is the only sample that we could review. At least 75% of the assortment was good. This box needs considerable checking up, but it is better than many of the one dollar boxes that the Clinic has examined this year.

Hard Candies

CODE 1C44

Assorted Clear Cuts—1 lb.—55c

(Purchased in a Retail Candy store, Chicago, Ill.)

Sold in Bulk.

Each piece is wrapped in cellulose.

Colors: Good.

Stripes: Good.

Flavors: Good.

Remarks: The best clear candies that

the Clinic has examined this year.

REVIEW—These Cuts were well made and were quality hard candy. We seldom find clear cuts that have good flavors. Candy was in good condition and did not stick to the wrappers. Cheaply priced at 55c the pound.

CODE 2Q44

Sugared Lemon Drops—8 ozs.

—30c

(Purchased in a railroad depot, New York City)

Appearance of Package: Good. Round tin, friction top, printed paper band in white, yellow and green. Makes a neat looking package.

Color: Good.

Sugaring: Good.

Flavor: Good.

Remarks: The best hard candy lemon drops that the Clinic has examined in a long time. A very fine lemon flavor.

REVIEW—We seldom find a good lemon drop, either a cheap lemon is used or lemon flavor has turned rancid. These lemon drops had a very good lemon flavor and were not "loaded" with acid as most lemon flavored hard candies are.

CODE 2R44

Assorted Hard Candy Drops

—1 1/4 ozs.—5c

(Purchased in a railroad depot, New York City.)

Box: Folding, colors white, red, blue,

and green.

Drops:

Colors: Good.

Gloss: Fair.

Flavors: Good.

Remarks: The largest package of drops for 5c that the Clinic has examined in some time and the candy is of very good quality.

REVIEW—These drops had very good flavors. This is most important in hard candies. We suggest that the cost be checked on this package as we do not think that there is a "living" profit at 5c.

CODE 13E43

Assorted Fruit Squares (Hard Candy)—1 lb.—40c

(Purchased in a 5c & 10c Store, New York, N. Y.)

Sold in bulk.

Color: Good.

Sugared: Good.

Flavors: Good.

Remarks: The best flavored fruit drops that the Clinic has examined in some time.

REVIEW—Most sugared hard candies that the Clinic has examined have grained completely. This sample was good eating and only slightly grained.

Caramels and Fudge

CODE 13B43

Wrapped Vanilla Caramels—1 lb.—40c

(Purchased in a 5c & 10c Store, New York City.)

Sold in Bulk.

Caramels wrapped in printed cellulose.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best caramels at this price that we have examined this year.

REVIEW—We find very few good wrapped caramels. Most caramels lack a good cream taste, many contain a butter flavor and some are very tough and hard. These caramels were well made, had a good cream taste. Cheaply priced at 40c the pound.

Chewing Gum

CODE 6F44

Candy Coated Gum—12 pieces—5c

(Purchased at a news stand, New York, N. Y.)

Appearance of Package: Good.

Box: Folding, white printed in green.

Texture: Good.

Flavor: Good.

Panning: Good.

Remarks: The best peppermint flavor piece of this kind that the Clinic has examined this year.

REVIEW—This sample was picked as the best, because the flavor was a very fine peppermint and the coating

CANDY CLINIC SCHEDULE FOR 1945

The monthly schedule of the Candy Clinic is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

JANUARY—Assorted Candies; Home Mades

FEBRUARY—Hard Candies; Chewy Candies; Caramels

MARCH—One-Pound Boxes of Assorted Chocolates

MAY—Easter Candies and Packages; Molded Goods

JULY—Gums and Jellies; Marshmallows

AUGUST—Summer Candies and Packages; Fudge

SEPTEMBER—Bar Goods of all types

OCTOBER—Salted Nuts: 5c-10c-15c-25c Packages Different Kinds of Candies

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

was thin. We find some panned gum that has a very thick coating and very little flavor.

CODE 6O44

Peppermint Chewing Gum—5 sticks—5c

(Purchased at a news stand, New York, N. Y.)

Appearance of Package: Good.

Wrapper: Inside printed paper band light yellow printed in green and red, cellulose wrapper sealed.

Texture: Very good.

Flavor: Good.

Remarks: The best peppermint chewing gum that the Clinic has examined this year.

REVIEW—This gum always has been a fine chewing gum, well made, tender to chew and has a fine peppermint flavor.

CODE 6P44

Cin-A-Mint Chewing Gum—5c

(Purchased in a railroad depot, New York, N. Y.)

Appearance of Package: Good.

Wrapper: Inside wax paper lavender edges, outside paper band printed in peach, brown, green and red. One piece of gum scored in 7 pieces.

Texture: Slightly tough.

Flavors: Good.

Remarks: A different and pleasant flavor.

REVIEW—This sample of gum is a little different in flavor and while the consumer may not want this flavor all the time, it is a pleasant change from the regular run of chewing gum.

CODE 6H44

Charcoal Chewing Gum—5c

(Purchased at a news stand, New York, N. Y.)

Appearance of Package: Good.

Wrapper: Inside wax paper, outside cellulose wrapper, seals printed in red, white and blue.

Texture: Good.

Flavor: Good.

Remarks: The best charcoal gum that the Clinic has examined this year.

REVIEW—Most charcoal gum has very little flavor and is very tough. This sample had a good flavor. It was tender when chewed.

CODE 6T44

Spearmint Chewing Gum—5 sticks 5c

(Purchased at a news stand, New York, N. Y.)

Appearance of Package: Good.

Wrapper: Paper waxed inside printed in red and green sealed on ends and center.

Texture: Good.

Flavor: Good.

Remarks: A good piece of gum, well flavored.

REVIEW—This is the best spearmint flavored gum that the Clinic has examined this year. Most spearmint gum has a very cheap spearmint flavor. Flavor was exceptionally good.

Toffees and Chewy Candies

CODE 9D44

Crunchy Brittle Assortment—1 lb.—69c

(Purchased in a railroad depot, New York, N. Y.)

Appearance of Package: Good.

Box: One Layer type, yellow printed in brown, cellulose wrapper.

Appearance of Box on Opening: Good.
Contents:

Peanuts Taffy Squares: Good.

Peanut Taffy Pieces: Good.

Peanut Butter Blossoms rolled in cinnamon and sugar: Good.

Hard Candy Waffles with orange peel: Good.

Assortment: Too small, for a one-pound box.

Remarks: Suggest salt be added to the peanut taffies. The following pieces would improve the assortment: panned sugared peanuts, peanut brittle, peanut chews, molasses

peanut toffy (hard) and molasses peanut kisses.

REVIEW—While the assortment in this box was small, the brittles were well made and good eating. Most brittles that the Clinic examined were hard and contained very few nuts. A box of this kind should be a good seller, if the assortment is improved.

CODE 12A43

Orange Turkish Paste

Sent in For Analysis No. 4415

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: One of the best Turkish Pastes that the Clinic has examined this year. Paste is very well made and has a good true orange flavor.

REVIEW—This Turkish paste was exceptionally good eating. Most Turkish Pastes lack flavor and are partly grained. We also find many samples that are tough and some are short like a jap jelly.

CODE 10K44

Mint, Rum and Butter Toffee

—½ lb.—40c

(Purchased on a train in Canada.)

Sold in Bulk.

Each piece wrapped in printed wax paper.

Color: Good.

Texture: Good.

Flavors: Good.

Remarks: A very good eating Toffee, well made and good flavors used.

REVIEW—Most rum and butter toffees have a rank or rancid taste, others have a strong cheap butter flavor taste. This sample had a good clean rum and butter taste and the mint was very good. A trifle high priced at 80c the pound.

Solid Chocolate Bars

CODE 10G44

Milk Chocolate Almond Bar

—1 oz.—5c

(Purchased at a news stand, New York, N. Y.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Inside white paper, outside paper band, brown printed in white.

Color: Good.

Texture: Good.

Moulding: Good.

Taste: Good.

Remarks: A well made and good tasting milk chocolate bar.

REVIEW—A very fine Milk Chocolate, well refined. Almonds were well roasted.

CODE 5H44

Milk Chocolate Bar—1½ ozs.

—5c

(Purchased in a drug store, New York City.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Inside glassine wrapper, outside printed band orange, blue and yellow.

Color: Good.

Gloss: Good.

Moulding: Good.

Taste: Good.

Remarks: One of the best bars of this type that the Clinic has examined in some time.

REVIEW—The Clinic had to pick two samples for plain milk chocolate bars as both bars are well made and were a very fine tasting milk chocolate. This bar, Code 5H44, and 5AA44 below, were the two bars chosen.



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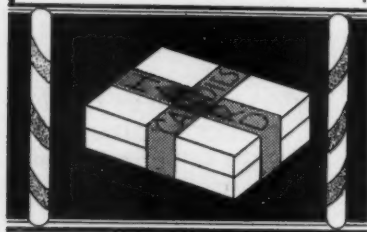
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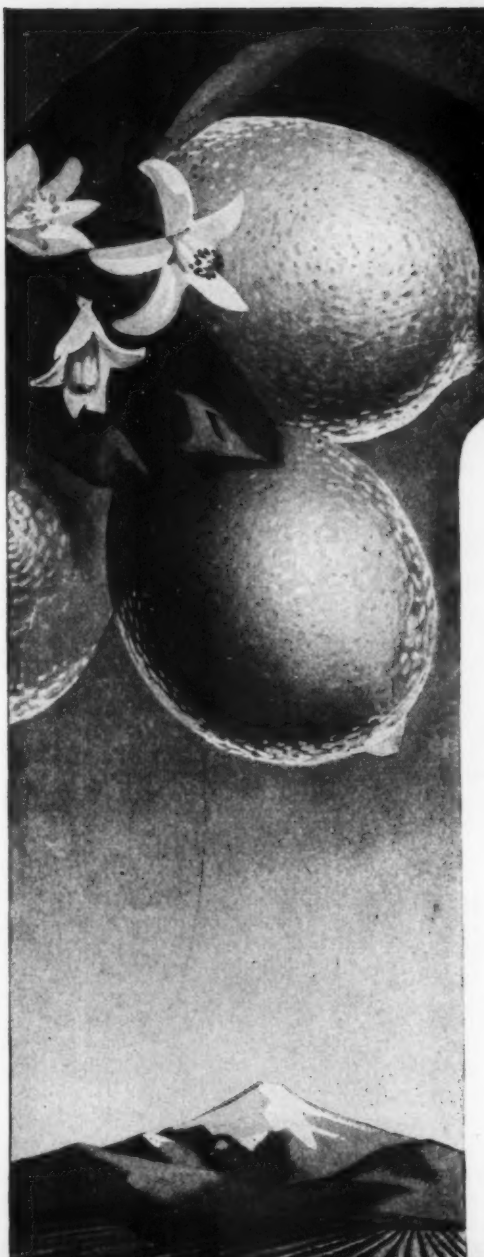
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Made by the largest producer in the Lemon Oil business today—always alert to the needs of the trade—the EXCHANGE group continues to supply its customers with the world's finest Lemon Oil.

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Distributors for: **CALIFORNIA FRUIT GROWERS EXCHANGE
PRODUCTS DEPARTMENT, ONTARIO, CALIF.**

Producing Plant: Exchange Lemon Products Co., Corona, California
Copyright 1944, California Fruit Growers Exchange, Products Department

CODE 5AA44**Milk Chocolate Bar—1½ ozs.—5c**

(Purchased in a railroad depot,
New York, N. Y.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Inside white parchment paper, outside paper band printed in blue and white.

Color: Good.

Texture: Good.

Moulding: Good.

Taste: Good.

Remarks: One of the best 5c milk chocolate bars on the market.

REVIEW—This bar like 5H44 was well made and had a very fine milk chocolate taste. See Code 5H44.

CODE 5P44**Chocolate Fruit and Nut Bar
—1 oz.—5c**

(Purchased in a railroad depot,
New York, N. Y.)

Appearance of Bar: Fair.

Size: Small.

Wrapper: Glassine printed in red and yellow.

Chocolate: Good.

Almonds: Good.

Raisins: Good.

Remarks: One of the best bars of its kind that the Clinic has examined this year. Suggest a more attractive wrapper be used as this wrapper is cheap looking.

REVIEW—Chocolate was well made, had a good chocolate taste. Fruits and nuts were sufficient to give bar a good flavor also good eating.

Coated Bars**CODE 10C44****Peanut Bar—1¼ ozs.—5c**

(Purchased in a railroad depot,
New York, N. Y.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Wax paper, printed in red, white and blue.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A well made peanut bar. One of the best that the Clinic has examined this year.

REVIEW—The peanuts in this bar were well roasted and sufficient salt was used to give the bar a good taste. The Clinic finds that in most bars the peanuts are not roasted enough.

CODE 10J44**Fudge Caramel & Peanut Bar—
1¼ ozs.—8c**

(Purchased in a cafe, Quebec,
Canada.)

Appearance of Package: Good.

Size: Good.

Wrapper: Printing used on, folding

box. Bar wrapped in printed wax paper.

Coating: Good.

Center Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of its kind that the Clinic has examined this year.

REVIEW—There are a number of bars on the market similar to this one, but we find that the quality of this bar the best, also the coating was good.

CODE 10EE44**Malt Crisp Bar—¾ ozs.—5c**

(Purchased in a cigar stand, Oakland,
Calif.)

Appearance of Bar: Fair.

Size: Small.

Wrapper: White glassine printed in blue.

Coating: Milk.

Color: Good.

Gloss: None.

Taste: Good.

Center Color: Good.

Taste: Good.

Texture: Good.

Remarks: A good eating bar of this kind, but too small in size. Suggest a brighter wrapper be used.

REVIEW—This is a different bar than most malt bars; has a fine flavor and not too strong of malt. A bar of this kind can be spoiled if too much malt is used.

CODE 10R44**Butter Nut Bar—2 ozs.—5c**

(Purchased in a grocery store,
Chicago, Ill.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Glassine, printed in yellow and brown.

Coating: Light: Good.

Center Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of its kind that the Clinic has examined this year.

REVIEW—This bar was picked for review because it had a good flavor and was good eating. Many bars of this type have a strong bitter taste.

CODE 5E44**Cracker and Peanut Butter Bar
1 oz.—5c**

(Purchased in a cigar store,
New York, N. Y.)

Appearance of Bar: Good.

Size: Good.

Wrapper: White glassine printed in brown, red and yellow. Bar is made of two crackers with peanut butter in the center.

Coating: Dark: Fair.

Center Texture: Good.

Peanut Butter: Good.

Remarks: The best cracker bar that the Clinic has examined this year.

CANDY Merchandising



Presents . . .

The 1945 Issue of The CANDY BUYERS' DIRECTORY

The 12th Annual Edition of THE CANDY BUYERS' DIRECTORY is off the press. The DIRECTORY, which is still the "Red Book" of the candy manufacturers, has been incorporated into CANDY MERCHANDISING as the Winter issue. It lists over 50 types of confectionery products and over 600 manufacturers of these products.

ONLY \$2.00 PER COPY

The cost for an issue of THE CANDY BUYERS' DIRECTORY is only \$2.00 if purchased alone. For \$3.00, you may subscribe to CANDY MERCHANDISING which includes the DIRECTORY issue. Both of these publications are designed to be helpful to volume candy buyers in selling more candy, and should be, therefore, of great interest to manufacturers.

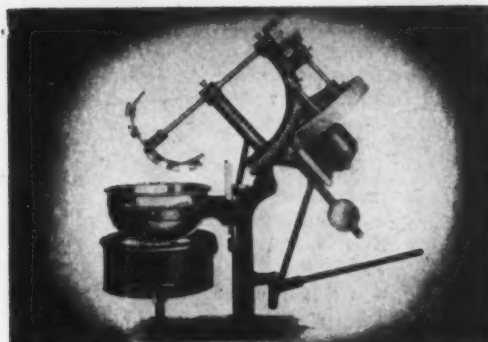
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and ask for a copy
of
THE CANDY
BUYERS' DIRECTORY**

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Call on . . .
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SERVICE DEPT.

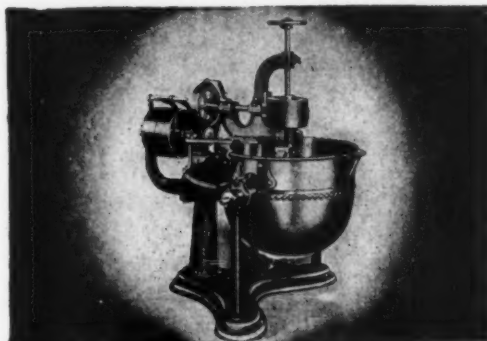
We'll Help You Keep 'em Running!



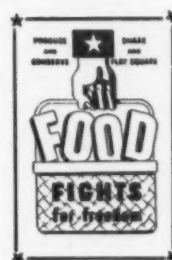
PORTABLE FIRE MIXER. Exclusive break back feature. Reduces labor cost. Motor drive only. Gas or Coke furnace. Sizes 12, 17 and 20 gallon capacity.



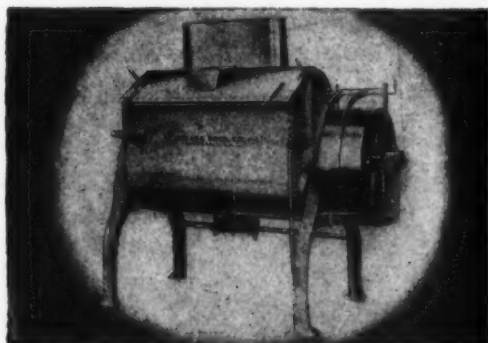
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Christmas



TILTING MIXER. Adaptable for caramel, nougat and coconut batches. Double action agitator. Belt drive or motor drive. Sizes 25, 35 and 50 gallon.



Merry
Christmas



Below: OVAL TYPE MARSHMALLOW BEATERS. 100% sanitary. More beating space for volume. Faster heat discharge. Quick cooling. 150 and 200 pound sizes. Belt or motor drive.

Savage is backing up our fighting men by maintaining the equipment, which carries the SAVAGE name, in tip-top condition so that the manufacture of "fighting food," candy, is not slowed down. SAVAGE maintains a service department, described here, which is ready to help you "keep 'em running!" Our service department was established to help you keep your machines in good repair. SAVAGE machines are built to take hard wear. So, given the added help of constant repair, they will double their lifetime of active service. There's hardly a plant in the industry which does not have some piece of SAVAGE equipment, giving faithful and efficient service.

"We can't sell you any new machines now, unless you secure **PRIORITY RATINGS** in accordance with General Limitations Order L-292, and we can secure allocation for needed materials!"

IMPORTANT: "You are, however, allowed to purchase used or rebuilt machines now, **IF AVAILABLE**, without priority ratings!"

Savage Machines Will Help Speed Your Production.

SAVAGE has given almost a century of service to manufacturing confectioners. This long record of high-quality machinery production plus efficient repair service has made the name SAVAGE synonymous with candy machine quality.

Since 1855



SAVAGE BROS. CO.

2638 GLADYS AVE., CHICAGO, ILLINOIS

REVIEW—Most cracker bars are soft but this bar was crisp and had sufficient peanut butter to give the bar a good flavor. Suggest a milk coating be used on this bar.

CODE 5J44

Buttercrunch Bar—1 oz.—5c

(Purchased in a railroad depot, New York, N. Y.)

Appearance of Bar: Good.

Size: Small.

Wrapper: Glassine, printed in orange, white and blue.

Coating: Good.

Center: Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of its kind on the market. Well made and very good quality.

REVIEW—We find a number of bars called Butter Crunch, but are hard, tough taffy bars. This bar is a real crunch bar, very good eating and a good butter flavor.

CODE 10U44

Molasses Peanut Bar—about 1 1/4 ozs.—6c

(Purchased in a retail candy store, Toronto, Canada.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Cellulose white paper printed seal.

Coating: Light: Good.

Center: Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of its kind that the Clinic has examined this year.

REVIEW—Bar had a good molasses flavor and the texture was exceptionally good. Many bars of this type do not have any molasses in them. Color is used to give the molasses effect.

CODE 10Y44

Turkish Chewing Candy Bar—1 1/4 ozs.—5c

(Purchased in a retail candy store, Boston, Mass.)

Appearance of Bar: Good.

Size: Good.

Wrapper: White wax paper printed in red and blue.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of its kind that the Clinic has examined this year.

REVIEW—We do not find many bars of this type on the market. Some years ago, this was a popular bar, but this bar like many other bars was made cheaper and did not sell. This bar was good eating and had a good flavor, did not stick to the teeth as many do.

CODE 10V44

Fudge Nut Bar—1 1/4 ozs.—6c

(Purchased in a drug store, Quebec, Canada.)

Appearance of Package: Good.

Box: Printed folding box, wrapped in wax paper.

Coating: Dark: Good.

Center: Color: Good.

Texture: Good.

Taste: Good.

Remarks: A well made and good eating bar.

REVIEW—We seldom come across a good fudge bar. This bar had a fine texture and very good quality fudge, coating also was good for a fudge bar.

CODE 10HH44

Honey Chew Bar—1 1/2 ozs.—5c

(Purchased in a cigar store, Chicago, Ill.)

Appearance of Bar: Good.

Size: Good.

Wrapper: White glassine printed in red and blue.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of its kind that the Clinic has examined this year.

REVIEW—We have examined this bar a number of times and always find it of the best quality. Very good eating and a good clean honey flavor.

Novelties

CODE 5L44

Sugar Candy Chick (no weight)—15c

(Purchased in a retail store, New York, N. Y.)

Appearance of Chick: Good.

Size: Good.

Color: Good.

Texture: Good.

Flavor: Good.

Crystal: Good.

Remarks: A well made and good sugar chick. Suggest a wrapper be used, also to avoid trouble weight and ingredients should be printed on wrapper.

REVIEW—The Clinic finds that most pieces of this type are hard, also they lack a good flavor. This piece was good eating and had a good flavor, also was a good formed chick.

CODE 9C44

Overseas Package—5 ozs.—29c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: Chip board, single layer, sheet of paper to write a letter on. Outside mailing carton printed in red and blue, piece of sealing tape.

Appearance of Package on Opening: Good.

Contents:

Grained Hard Candies: Color: Good.

Texture: Good.

Flavors: Fair.

Spiced Operas: Good.

Panned Licorice Bits: Good.

Cellulose Wrapped Caramels: Good.

Panned Hard Candy Small Balls: Good.

Assortment: Good.

Remarks: A neat and attractive and well planned overseas package. Suggest more flavor be used in the hard candies and panned pieces.

REVIEW—While the quality of the candy may not have been of the best the idea of the package is different and worth mention. We suggest a large box of better quality candy and a higher price.

CODE 1E44

Santa Claus Novelty—25c

(Purchased in a retail candy store, Chicago, Ill.)

Appearance of Novelty: Good: Three hard candy sticks wrapped in cellulose tied with green grass ribbon, a wired plush Santa Claus is fastened to the stick.

Hard Candy Sticks:

Colors: Good.

Stripes: Good.

Gloss: Good.

Flavors: Good.

Remarks: A neat and attractive novelty. Cheaply priced at 25c. One of the best that the Clinic has examined this year.

REVIEW—We find very few novelties of this type that contain a sufficient amount of candy. This novelty had a good amount of candy and candy was of good quality.

CODE 13M43

Licorice Lozenges—1 oz.—5c

(Purchased in a grocery store, Chicago, Ill.)

Appearance of Package: Good.

Size: Good.

Box: Folding, printed in red, white and blue.

Colors: Good.

Panning: Good.

Finish: Good.

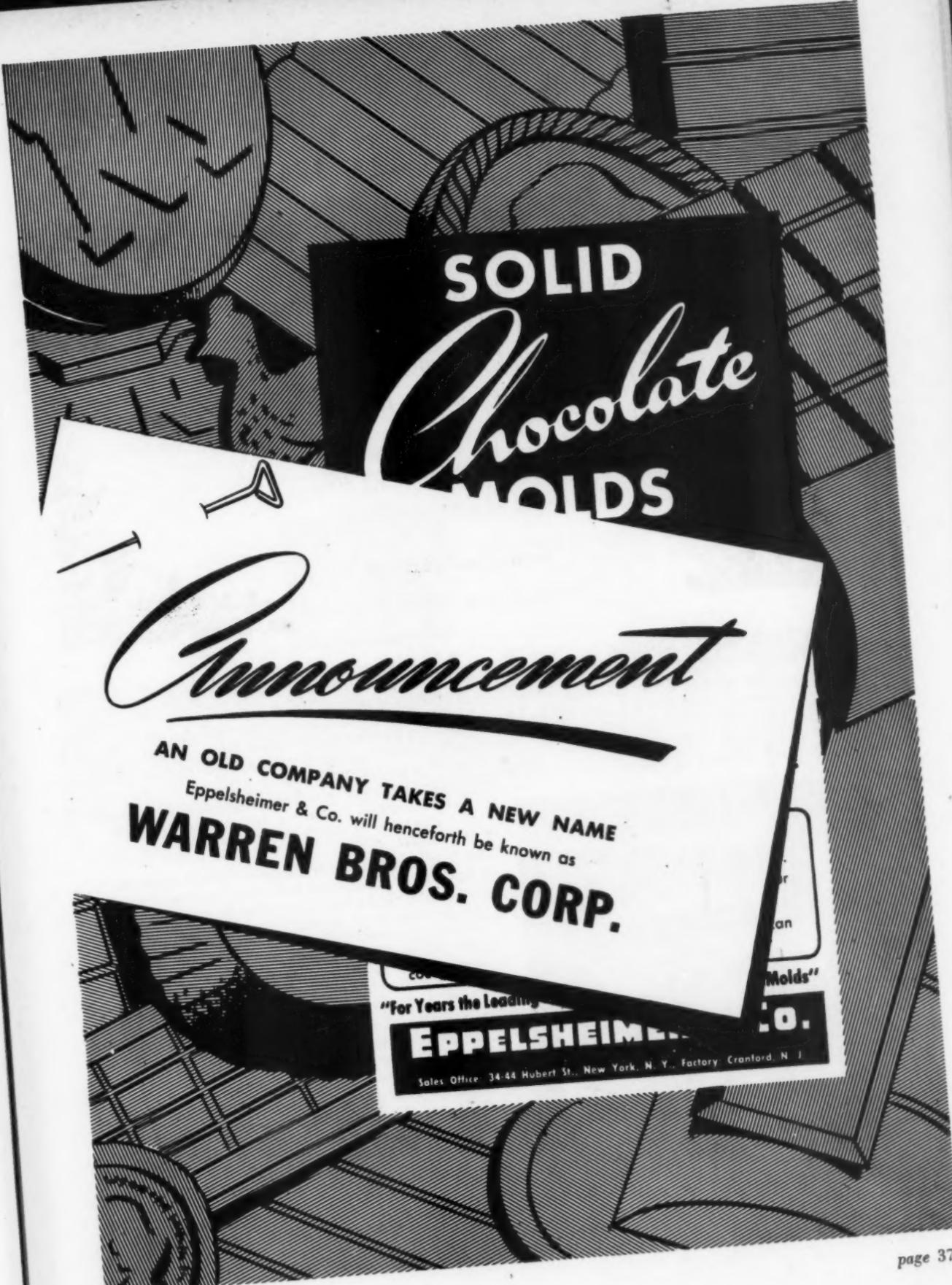
Center: Color: Good.

Texture: Good.

Flavor: Good.

Remarks: One of the best panned licorice pieces that the Clinic has examined this year.

REVIEW—The Clinic examined many licorice pieces of this kind during the year and find some that do not have a licorice flavor, black color is used but no flavor. The Licorice Lozenges had a fine licorice taste, were good eating and also had a very good finish.



SOLID
Chocolate
MOLDS

Announcement

AN OLD COMPANY TAKES A NEW NAME
Eppelsheimer & Co. will henceforth be known as
WARREN BROS. CORP.

"For Years the Leading"

EPPELSHEIMER & CO.

Sales Office: 34-44 Hubert St., New York, N. Y., Factory: Cranford, N. J.

PEACE ON EARTH

TO MEN OF GOOD WILL

*Till the war-drum throbbed no longer
And the battle-flags were furled
In the Parliament of man,
The Federation of the world.*

—TENNYSON

STANDARD SYNTHETICS INC.

The Essential Oil House of Quality

Sends You Greetings

119 West 25th Street, New York 10, N. Y.

Laboratory Tests Guard Quality Of Curtiss Food Products

Curtiss Candy Company of Chicago conducts exhaustive tests on raw materials and finished products to be sure that candies and other food products bearing the Curtiss name are among the finest on the market.

Samples from each shipment of raw materials received



A glimpse of a corner of the Curtiss Laboratory where more than 150 samples of finished products are tested daily.

in the Curtiss plants are rushed to the laboratory for testing; and before they can be used in Curtiss products, ingredients must meet the standard set up by Otto Schnering, founder and president of the company, when he says

that "Every piece of candy and all of our food products must be of the highest quality." So that the finished product will measure up by this yardstick, milk must have a certain milk solid content, peanuts must be of a certain grade, milk chocolate must contain a certain amount of milk, and other ingredients must meet Curtiss standards, or they are rejected.

The laboratory also tests more than 150 samples of Curtiss finished products a day, comparing results with the standards to which the company has held since its beginning.

The laboratory is in charge of George Huss, Ph. G. & A. C., and chemists and technicians work with an elaborate array of the latest scientific instruments, including refractometers, to measure the amount of solids; electrometers, to ascertain acidity content; Steinlite, to compute the moisture in starch, flours, cereals, etc.; a penetrometer, to ascertain the plasticity of ingredients; and other equipment.

"The American public is very discriminating in its taste," Mr. Schnering has said. "People have recognized the quality of Curtiss products over a period of years, to the point where the names of Baby Ruth and Butterfinger are synonymous with high quality candy bar."

He believes that such safeguards over the quality of Curtiss food products are assurance of a greater and larger acceptance of the company's candies and other foods in future years.

• **Compaigne Duval**, Division of S. B. Penick & Company, announces the removal of its Laboratories and Offices to new headquarters at 50 Church St., New York 7, N. Y.

FIRST CHOICE FOR FINER JELLY CANDIES EXCHANGE CITRUS PECTIN

FIRST CHOICE FOR QUALITY: Jelly candies made with EXCHANGE Citrus Pectin are famous for their eating quality—freshness, flavor, and brilliant clarity—whether made cast or slab.

Feature them in all your packs and assortments.

They have a superior quality your customers recognize.

The boys in our armed forces are eager for those tangy, fruit flavored Pectin Candies too.

FIRST CHOICE FOR PROFITS: EXCHANGE Citrus Pectin Candy cuts production time—sets and is ready for “sanding” in a few hours—packs easily in bulk. With EXCHANGE perfected formulas, you can be sure of a good batch—and good profits.

Confectioners everywhere are featuring Jelly Candy made with EXCHANGE Citrus Pectin. It's a proven way to step up sales and increase profits. Try it!

Exchange
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CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Ontario, California

189 W. MADISON ST., CHICAGO ★ 99 HUDSON ST., NEW YORK

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Thoughts... OF A DISCERNING MANUFACTURER

Looks as though the war is rushing to a grand climax . . . wonder when it will be over . . . I certainly will be happy to get back on our own job . . . should be a big market for our stuff . . . ought to begin to get ready for it . . . need a lot of new machines . . . suppose it will take a long time to get them . . . guess I'd better start to arrange for them . . .

At this point the Discerning Manufacturer calls his secretary and dictates a few lines to J. M. Lehmann Company, Inc. at Lyndhurst, New Jersey defining his post-war requirements.

Thus the Discerning Manufacturer has taken the first step toward procuring the necessary equipment to hold his position in the post-war competition.

J. M. LEHMANN COMPANY, INC.
MAIN OFFICE and FACTORY *Lyndhurst, N.J.*



Entrance to plant of
J. M. Lehmann Company
Inc., headquarters for
post-war equipment
planning

Send Us Your Problems—Now

LEHMANN maintains a competent staff of engineers, experienced in many types of machine designing and a full complement of precision tool equipment available for machining and construction of machine assemblies. Its workmen take pride in making the name of Lehmann the hall mark of quality in medium heavy machines.



THE STANDARD
FOR QUALITY IN
MACHINERY



Wood & Selick send warmest greetings to our friends in the Confectionery Industry. May 1945 bring victories to our nation and gains to every food processing factory. "Food Fights for Victory --- Produce and Conserve"!

For that good old fashioned "Christ-massy" flavor try Wood & Selick's Rum Flavor—"Favorite Brand". It gives a tang to candies which will bring your customers back for more!

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Ferris-Noeth-Stern Co., Div. Wood & Selick, Inc.
714 E. Pratt St., Baltimore 2, Md.



The Outlook for Supplies Of Desiccated Coconut

By J. S. CALVERT

Wood & Selick Co.

THE invasion of the Philippine Islands, which means so much to the United States and the rest of the allied nations, is of particular interest to those of us who, prior to Pearl Harbor, used to rely on the Philippines as their chief source of supply for desiccated coconut. Many months may have to pass after the Japanese have been driven from the Islands before even small shipments can come forward. For quite apart from the question of shipping space there is the probability that the factories, if not already destroyed, will be leveled before the enemy has been entirely liquidated. And then, one wonders how much damage will have been done to the coconut palms? Nevertheless, in spite of these uncertainties, we can now look forward with ever-increasing optimism to the day when supplies of Philippine desiccated coconut will again become available.

Prior to 1922, in which year the Fordney-McCumber tariff act went into effect, levying a duty of 3½¢ a pound on desiccated coconut produced by other countries, the amount of coconut imported from the Philippine Islands was almost negligible and in that year only totalled 789,630 pounds compared with 33,619,910 pounds imported from Ceylon. But by 1935, the situation had entirely reversed itself and 74,679,455 pounds were imported from the Philippine Islands compared with 956,650 pounds from Ceylon.

Where we can expect to receive the bulk of our future supplies from in the years ahead will chiefly depend on the amount of protection given the Philippine product. It would seem only logical as part of the plan for Philippine rehabilitation after the war that some sort of protection should be afforded Philippine desiccated coconut for a number of years at least.

Coconut Oil Used in War Effort

It might have been assumed that with the Japanese occupation of the Philippine Islands, Ceylon would have again become our chief source of supply and undoubtedly, this would have been the case were it not for the high value placed on coconut oil as a material required in the all-out war effort which resulted in all the nuts being utilized for this purpose instead of being shipped over in desiccated form.

When the importation of desiccated coconut from Ceylon will again be permitted it is difficult to hazard a guess but in all probability, supplies will be limited for some time to come due to the general world fat shortage which seems likely to continue to exist for a time even after hostilities cease in the Far East, the world's greatest store house for vegetable fats, as it will take a year or longer to bring this area back to pre-war production levels.

Fortunately, the islands of the Carribean are also capable of producing a limited supply of coconuts so that even although a certain percentage of these nuts are consumed locally and have been utilized for the production of oils, nevertheless, sizable shipments have been made to the United States which has resulted in the country not being entirely devoid of this popular filling for candies.

The maximum quantity of nuts the West Indies could

**Best Wishes for
A Happy Christmas and
A Victorious New Year**

Peace-time manufacturers of Fondant,
Syrup Cooking and Cooling, Depositing,
Marshmallow and Hard Candy Machinery.

John Werner & Sons, Inc.

713-729 Lake Avenue
Rochester 13, N. Y.

BUY AND KEEP MORE WAR BONDS IN 1945



"Still CONSTANT in a Wondrous Excellence"

---Shakespeare

For 43 years, AROMANILLA has been uniformly made and constantly laboratory-tested. The methods of preparation have been, and are, so exact that every batch is precisely the same.

This uniformity produces two results:

1. Once the quantity of AROMANILLA for a given flavor-result is determined in formula-form, users need have no worry

about the amount to be used the next time; and:

2. Users acquire a continuous and increasing confidence in AROMANILLA as a trade-asset to their business.

AROMANILLA was a STANDARDIZED flavoring when it was first put on the market. It is being made under the same STANDARDIZED FORMULA to-day and will continue to be.

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"Since 1901"
Reg. U. S. Pat. Off.
Imitation Vanilla Flavor
6 VARICK STREET NEW YORK 13, N. Y.

Flavoring Materials

• **ESSENTIAL
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• **CONCENTRATED
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**TERPENELESS
OILS**



★  ★
POLAK'S Fruit WORKS INC

36-14 35th St. — LONG ISLAND CITY, N. Y.
CHICAGO, LOS ANGELES, SAN FRANCISCO, ST. LOUIS

supply would, only under favorable circumstances, furnish us with a very small part of the normal annual consumption. Unfortunately, the severe hurricane in Jamaica (one of the area's largest sources of supply) in September this year, caused considerable damage to the coconut palms and an embargo has been placed on the export of nuts from the island for the time being.

A Large Nut Supply Needed

It is possibly not generally known that even in Ceylon, where the largest and most suitable nuts for desiccated grow, that only 330 to 370 pounds of dried meat are obtained from every one thousand nuts and in the Philippine Islands, where the nuts average a trifle smaller, 310 to 330 pounds were produced from the same quantity of nuts so that it can be readily visualized what a tremendous quantity of nuts are required to take care of the country's needs for desiccated coconut alone, exclusive of nuts used for other purposes!

It is estimated that nearly 80 million pounds of desiccated coconut were shipped to this country from the Philippine Islands in 1940 so that 240 million nuts would be a conservative estimate of the quantity required to produce this amount of desiccated coconut.

L. Demartini Celebrates 94th Birthday

Congratulations have been pouring in on L. Demartini, head of the firm of L. Demartini Co., who celebrated his



L. Demartini

94th birthday on November 9. To have lived 94 years is something. To have managed his own business for 68 years is something. To have reared four fine sons and two daughters is again something. But to have done all that, and to be universally beloved beside, is an achievement. Mr. Demartini came to this country as a child. He was still very young when his father passed away.

Mr. Demartini started his business by purchasing, in 1876, a small candy factory at 122 Post street, San Francisco. At first he was his own sole employe—buyer, book-keeper, salesman and candy maker. Since then, his company has been forced to move to larger quarters six times. Twice it has been burned out, once in the great fire and earthquake of 1906.

Today, he has four sons associated with him in the business—John, Joseph, Louis and Walter. L. Demartini, Jr., is head of the fruit processing division company and Walter Demartini is head of the nut division.

Mr. Demartini has also had an influential hand in the development of other industries beside his own. He was one of the founders of the Union Sugar Co., and now is honorary chairman of the board of directors. He was also the founder of the glace fruit business in California, having financed the construction of a glace fruit plant in the San Jose area many years ago. He was also influential in the development of the nut business of Brazil, having suggested important improvements in packing methods and encouraging the wider growth of Brazil nuts, and it is in large part due to him that the cashew nut of India has become well known in America.



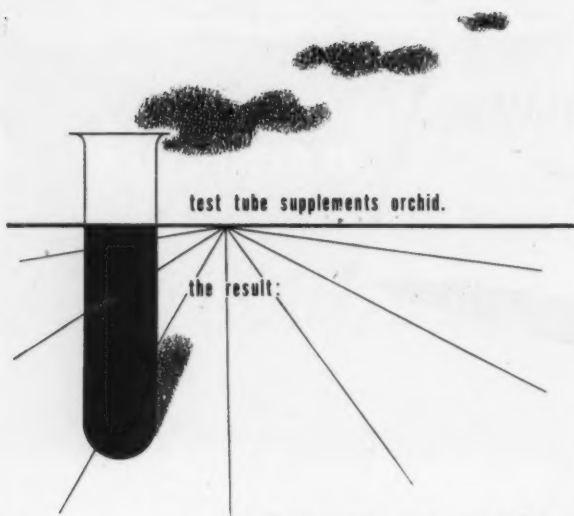
MERCKENS CHOCOLATE CO. INC.
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confectioners starches

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confectioners crystal 3 star corn syrup

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VANILLIN MONSANTO

A TOP-GRADE SYNTHETIC... MAKES FLAVOR-
ING MATERIAL PLENTIFUL, ECONOMICAL

The seed pods of tropical orchids were, from 1510 to 1876, the only source of vanilla, highly prized for its delicate aroma and flavor. Then it was discovered that vanillin, principal constituent of vanilla, could be manufactured from oil of cloves.

By 1929, as a result of Monsanto research, the test tube had supplemented both orchids and cloves, making vanillin plentiful and economical.

Vanillin Monsanto is produced under exacting methods. Each lot is checked by careful laboratory control. Raw materials used in making the flavor base also are produced by Monsanto under similar precise methods and controls. That is why Vanillin Monsanto always has true aroma and uniform flavoring strength.

We regret that we cannot promise prompt delivery of large quantities of Vanillin Monsanto. However, we shall be pleased to send you complete details and samples for your experimentation. Inquire of: MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, 1700 South Second Street, St. Louis 4, Missouri. District Offices: New York, Chicago, Boston, Detroit, Charlotte, Birmingham, Los Angeles, San Francisco, Montreal, Toronto.



MONSANTO FLAVORING
MATERIALS—
Coumarin Monsanto,
Ethavan (Ethyl Vanillin),
Methyl Salicylate Monsanto,
Vanillin Monsanto.

CONFECTIONER'S BRIEFS

Reed Candy Appoints de Muinck

During an early November sales meeting held at the Drake Hotel in Chicago, Reed Candy Company's General Sales Manager, Alexander (Bud) Loss, announced the appointment of R. Andreas de Muinck as Assistant Sales



R. Andreas de Muinck,
Assistant Sales Mgr., in
charge of Eastern terri-
tories, Reed Candy Co.,
whose appointment was
announced recently by
Mr. Loss.

Manager in charge of Eastern territories. Mr. de Muinck is a native of Holland and received his university education in Amsterdam. He has been with Reed since 1933 and until recently represented the company in southeastern Pennsylvania, Maryland, Delaware, southern New Jersey and the District of Columbia. He enjoys an un-



Alexander (Bud) Loss,
General Sales Manager,
Reed Candy Company
who announced the ap-
pointment of Mr. de
Muinck.

usually wide acquaintanceship in those states and throughout the country. Mr. de Muinck assumed his new duties immediately following the sales meeting and is now making an extensive trip with Mr. Harry Hecht who succeeds him in his former territory. Following that trip, he will complete another "swing" with Mr. John Poole, "the genial Scot", who will cover New York State, northern and western Pennsylvania and northwestern New Jersey.

Bunte Brothers, Chicago, are backing up their Bunte Cough Drops with an extensive advertising campaign of announcements on radio stations in many cities from Cleveland and Cincinnati in the east to San Francisco and Los Angeles in the west.



Season's Greetings

POLAK & SCHWARZ, Inc.

667 WASHINGTON STREET

NEW YORK 14, N. Y.

JUST AN OLD FASHION GREETING MERRY CHRISTMAS

WISHING YOU AND YOURS HAPPINESS AND PROSPERITY THROUGHOUT THE
COMING YEAR---

From All Of Us At

ROSS & ROWE

NEW YORK—CHICAGO



W. F. Schlesinger
J. E. Lynch *W. K. Hilly*
Wm. A. Stimp *Wm. A. Stimp*
J. M. Aulley *J. P. Brown*

The Western Confectionery Salesmen's Association held its 30th annual meeting and wartime conference in Chicago, Dec. 7-9th. A highlight of the three day meeting was the Stag Dinner to manufacturers and guests on Dec. 8th. Mr. Edward Ossowski, **Walter Johnson Candy Company**, was chairman of the convention committee. Mr. Robert N. Amster is the secretary-treasurer of the Association. New officers elected were: Mr. Gilbert J. Long, president; Mr. Joseph Kenworth, 1st vice-president; and Mr. Walter Ran, 2nd vice-president. The annual meeting closed a very successful year of the W. C. S. A.

Tootsie Rolls' radio program, Dick Tracy, sponsored by **The Sweets Company of America**, offers cartridge clip pouches to children who send in 10c and a jar top seal from Tootsie V-M. This premium

Do You...emulsify, thicken, stabilize, suspend or gel?

We offer two seaplant extractives which may prove to be the answer to your emulsifying, suspending, thickening or stabilizing problems:

KRIM-KO GEL—an all-purpose colloid-assistant which, with improved techniques of use, can prove effective in practically all food, pharmaceutical and industrial applications.

CARRAGAR—an agar-type gelatin which forms tender, fruit-like gel over a wide pH range. Does not require acidulation to produce desired results.

Both products are now being successfully used by nationally known manufacturers in many fields. Write for literature, and any desired specific techniques.

FREE! Write today for sample of new agar-type jellying agent!



has also been popular with officers and enlisted men in the European and Pacific war theatres.

Mr. Fette has been appointed as General Manager in charge of production of the **Schutter Candy Company**, Chicago, recently acquired by the Universal Match Corporation. The Board of Directors of **Curtiss Candy Company** has declared a dividend of \$1.16 per share on the preferred stock of the company, payable Jan. 8th, 1945, to stockholders of record Dec. 31, 1944. The candy industry will be saluted on the Dec. 17th edition of "Your America," the radio variety show sponsored by the Union Pacific Railroad. Mr. Philip P. Gott, President of the N. C. A. will be the spokesman for the candy industry.

Mr. Leonard Hoffman has been appointed sales manager of the **Euclid Candy Company** of Illinois, Chicago. Mr. Homer J. Maloney, vice president in charge of production, **Sweets Company of America, Inc., Hoboken**, has resigned. Mr. Paul R. Trent, vice president and sales manager, **Schutter Candy Co., Chicago**, has resigned.

Mr. Robert H. Stoddard is the new General Sales Manager of **Chase Candy Co., St. Joseph, Mo.** **De Met's, Inc., Chicago**, has leased the northeast corner of State and Adams Streets in the Loop, Chicago, for 99 years. De Met's plan extensive remodeling of the old four story building or its replacement with a modern structure as soon as building materials are available and present leases expire. De Met's, which now has a store on the ground floor space, plan to use the entire building eventually for general headquarters and executive offices, according to Mr. C. N. Johnson, president. The company has 14 stores in Chicago and suburbs.

The officers and executives of the **Wilbur-Suchard Chocolate Company, Inc., Lititz, Pa.**, were the guests of the company's president, Mr. Walter H. Mann, at a dinner held at the Hotel Pennsylvania in New York on November 21st. The December meeting of the **Chicago Candy Club** was held Dec. 6th. Officers elected were: Mr. Adolph Loeb, president; Mr. Victor Elving, vice president; and Mr. Theodore A. Sommer, secretary and treasurer. Mr. Ralph Unger, a candy broker from Los Angeles, was present as a guest.

• Henry Heide, Inc., New York, is celebrating its 75th anniversary.

Heartiest Season's Greetings To All Our Friends

We sincerely hope that with the coming year conditions will be such

that we shall be able to serve a greater and wider circle of friends.



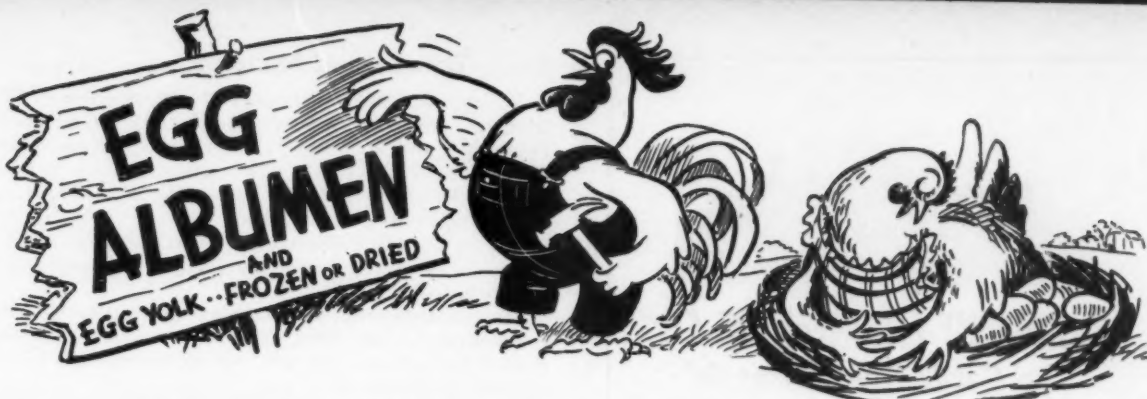
COCOLINE PRODUCTS, INC.

MANUFACTURERS OF

Fine Cocoa Powders and Chocolate Coatings

40-20 22nd ST.

LONG ISLAND CITY 1, N. Y.



Pioneers in Egg Dehydration, we offer the Confectionery Trade first quality Albumen in the following forms:
 FROZEN WHITE • FLAKE ALBUMEN • POWDERED ALBUMEN
 SPRAY ALBUMEN • *also* EGG YOLK: FROZEN OR DRIED

Send for samples!

DOMESTIC EGG PRODUCTS, INC. (a subsidiary of DOUGHNUT CORP. OF AMERICA)

393 Seventh Avenue, New York 1, N. Y.

Plants at: WITCHITA FALLS
 Texas

CHICKASHA
 Oklahoma

McKENZIE
 Tennessee

NASHVILLE
 Tennessee



the **QUALITY** and **PURITY**
 of your chocolate and cocoa with

High Grade **SOLVAY**
TRADE MARK REG. U. S. PAT. OFF.
**POTASSIUM
 CARBONATES**

Available in:

CALCINED 99-100%

HYDRATED 83-85%

LIQUID 47%



SOLVAY SALES CORPORATION
Alkalies and Chemical Products Manufactured by
 The Solvay Process Company

40 Rector Street New York 6, N. Y.

BRANCH SALES OFFICES
 Boston • Charlotte • Chicago • Cincinnati • Cleveland • Detroit • New
 Orleans • New York • Philadelphia • Pittsburgh • St. Louis • Syracuse



EQUIPMENT ENGINEERING CO.

"The Candy Cooling People"

909 W. 49th Place Chicago 9, Illinois

Phone Boulevard 7270

Economical Cooling Systems

Conveyors — Tunnels — Packing Tables

Belt Turns — Air Conditioners

Trucks — Racks — Boxes — Pans

and

**Special Equipment for the
Confectioner and Baker**

We design to suit your requirements.

Contact us for:

1. Design only
2. Design and Fabrication
3. Design, Fabrication, and Installation

MEMO TO PRODUCTION DEPT.

A LITTLE **Mapleine**
..DOES A LOT..

FLAVORS HARD TO GET? Not famous Mapleine!
Same fine permanent flavor as ever. Just as easily
available, too.

VARIETY A PROBLEM? Not with Mapleine.
Perfect in fondants, bar goods, creams, caramels.
Economical for penny goods. Fine quality for best
chocolates. Concentrated. Use only one third as
much as vanilla.

PERMANENCE A "MUST"? If you're making
candy for overseas, Mapleine's your flavor. Popular
with service men. Won't cook out, won't change in
storage under any conditions.

★ **LEARN** more about Mapleine's special war-
time uses. Order from your supplier or Crescent
Mfg. Company, 659N Dearborn St., Seattle 4, Wash.



MAPLEINE
IMITATION MAPLE FLAVOR

The "Extra Help" Flavor in Wartime

Study Distribution Methods

A fact-finding survey of candy merchandising and distribution methods, recommended by the Distribution Committee, was approved by the Board of Directors of the National Confectioners' Association, meeting at Chicago on November 18. This survey, to be instituted as soon as possible and completed early in 1945, is expected to lead to a concrete program for postwar improvement in getting candy quickly and efficiently from factory to consumer.

The association has retained the organization of Carroll Belknap of New York City, which has made similar studies for associations and manufacturers in a large number of industries, to conduct the survey. The objective is to develop a sound program for more effective distribution in the postwar period, for the benefit of the public as well as all component parts of the industry, including manufacturers, wholesalers and retailers.



N.C.A. Members who attended the recent Chicago meeting to discuss distribution problems.

This action is the outgrowth of discussions of industry problems initiated at the conference of manufacturers in New York City last June following consideration by the Postwar Planning Committee, and which since has been under study by a special Distribution Committee. Among these problems is the maintenance of a large consumer market for candy to take care of the increased production which the industry has built up to meet the demands of the government for its wartime needs including the candy in the rations, and also that issued and resold to the men and women in uniform both at home and abroad.

Set up to handle the promotional phase of postwar preparation was the Council on Candy of the National Confectioners' Association, which early this year launched the industry's educational advertising program. At the same time NCA Directors recognized that promotion is only one phase of the operation.

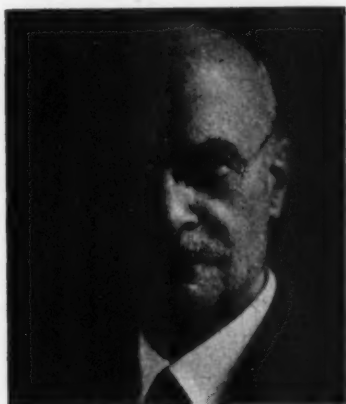
As per capita consumption of candy increases, the job of getting candy from the manufacturer to the consumer through modernly equipped wholesale and retail channels in the most economical and efficient manner becomes increasingly important. It is expected that great progress along this line will be possible as a result of the basic facts to be determined by Mr. Belknap's survey.

The Distribution Committee of NCA is headed by Lester G. Rosskam, Quaker City Chocolate & Confectionery Company, Philadelphia, Pa., and the other members of the committee are as follows: C. H. Flint, Peter Paul, Inc., Naugatuck, Conn.; Bob McCormack, Bobs Candy & Pea-

nut Co., Albany, Ga.; John H. Reddy, New England Confectionery Co., Cambridge, Mass.; Irvin C. Shaffer, Just Born, Inc., New York, N. Y.; Harry I. Sifers, Sifers Valomilk Confection Co., Kansas City, Mo.; Paul R. Trent, Schutter Candy Co., Chicago, Ill.; Warren Watkins, Los Angeles, Calif.; R. F. McNemer, King Candy Co., Fort Worth, Texas; and Philip P. Gott, President, NCA, ex officio committee member.

Eppelsheimer Name Changed

Eppelsheimer & Co., leading manufacturers of chocolate and ice cream molds in this country for 72 years, has adopted a new corporate title—Warren Bros. Corp. The



Mr. Wm. H. Warren

business has been entirely owned, controlled and operated by the Warren family since its purchase by William H. Warren in 1909. William H. Warren has been the company's president for the past thirty-five years, and his two sons, John and Walter, continue as Vice President and Treasurer, respectively. It is felt that Warren Bros. Corp. is a more suitable name for the business

than the more complex name of Eppelsheimer & Co.

The company originated in the middle 1860's as a tin shop under John Hein and has borne the name of Eppelsheimer & Co. since 1872 when it was purchased by Rudolph Eppelsheimer and William Bruening. It became a corporation in 1902 after the death of Rudolph Eppelsheimer and Mr. Bruening acquired control. Since 1909 it has been in the sole control of the Warren family.

The company has been very active in the war effort, expanding the machine shop portion of the factory to facilitate the manufacture of tools for the production of small arms ammunition, gear blanks for aircraft engines, and other similar high precision machine parts. The necessity for attention to detail and fine workmanship required for the manufacture of chocolate molds enabled them to do their share of the war work with much greater ease than might otherwise be the case. This partial conversion to war work has, of course, interfered with the normal operations of the older portion of the business, but since the war work has reduced they are resuming production of chocolate molds.

The company has obtained a long term lease on an excellent factory building in Cranford, N. J. There is ample floor space in a two-story steel and concrete building located on a three-quarter acre tract of land, served by a siding of the Central Railroad of New Jersey. After the termination of hostilities, which they hope will be soon, it is planned that all operations will be conducted from this location.

Florasynth Vice-President Presides at Meeting

A meeting of the Associate Members of the California Cosmetic Association was held at luncheon at Lindy's Restaurant, Los Angeles, on Tuesday, October 31, 1944. Leonard Katz, vice-president of Florasynth Laboratories, Inc., and Chairman of the organization presided. Mr. Katz makes his headquarters in the Los Angeles office. Problems of the Cosmetic industry were discussed.

[for December, 1944]



Make 1945 candies more delicious
by using these Schimmel products:

Kallistaroms

Fortaroms

Butter Specialties

"O-S" Oil Soluble Flavors

Schimmel & Co., Inc.

**601 WEST 26th STREET
NEW YORK, 1, N. Y.**

"Flavors and basic flavoring materials for the confectionery, food, and allied industries."

WHEN THE *Finest* IS THE FIRST CONSIDERATION

Her taste demands Ambrosia

What magic lure has drawn her from her smart suburb to buy top-price candy in this "top hat" shop? Social acceptance is the answer. Women who discriminate are willing to pay more for quality coated candy. In city after city Ambrosia Chocolate Coatings have captured the social register.



Ambrosia
FOOD OF THE GODS

**CHOCOLATE
COATINGS**
MADE IN MILWAUKEE

THE MANUFACTURING CONFECTIONER . . .

THE CANDY BUYERS' DIRECTORY . . .

THE BLUE BOOK . . .

BOOKLETS and REPRINTS

Reprints are available of a number of articles which have appeared in THE MANUFACTURING CONFECTIONER. They compose a large portion of the current literature of the Industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries. Stamps or coins accepted.

Now available are the following:

Candy Maker's Place in Manufacturing for Retail By George A. Eddington.....	15c
Candy Problems By James E. Mayhew	15c
Confectionery Factory Maintenance By John H. Bier.....	50c
Fats in Confectionery—"Meeting Coconut Oil Shortage" By C. E. Price and J. A. O'Malley.....	15c
Improved Methods in the Manufacture of Fondant Goods By H. S. Paine and J. Hamilton.....	25c
Modern Methods of Candy Scrap Recovery By Wesley H. Childs.....	\$1.00
National Candy Company Solves Problem of Inactive Salesmen By C. M. Said	10c
Principles and Design of Chocolate Cooling Tunnels By Edward W. Meeker.....	\$1.00
Purpose of Conching Chocolate, The By Robert Whympier and Charles Shillaber.....	20c
Slab Oil—A Raw Material "Orphan" By Wesley H. Childs	15c
Soy Products in Candy By Dr. Ralph M. Bohn.....	25c
Steam Traps in the Candy Industry By E. M. Johnson and J. W. Hieronymus.....	20c
Vitamins in Confectionery By Norman F. Kennedy.....	20c
War-Time Changes in Food Distribution By Carl W. Dipman.....	20c
Whey—Raw Material for Candy By B. H. Webb	25c

THE MANUFACTURING CONFECTIONER

"READ WHEREVER CANDY IS MADE"

400 West Madison St.

Chicago 6, Illinois

The Peanut Industry Meets a Challenge

By HELEN E. RIDLEY

THE 1944 peanut crop is in, the biggest one our country has ever produced. Our sunny south has every reason to be proud of the thousands of farmers, who in spite of labor shortages answered Uncle Sam's call for 5 million acres of peanuts in 1944, an average just about twice prewar. From this planting the National Peanut Council can now announce a harvest of 2½ billion pounds and that is a 200 million dollar agricultural crop.

Why did the government ask for so many peanuts? To make sure that G.I. Joe and you and I all satisfy our hankering for this tasty little nut. Out of this 1944 planting Uncle Sam ordered 50% of the Virginias and 10% of the Spanish set aside for the armed forces even before the crop was picked. But 2½ billion pounds adds up to so many peanuts that with the remaining Virginias and Spanish and all of the Runner crop there will still be peanuts for all.

Peanut Industry Is Big

The peanut industry is big, it is important. The miles and miles of peanut fields worth 200 million dollars to the south are only the beginning. Shelling mills dot the countryside in the peanut growing states where the nuts are cleaned and shelled, then carefully sorted and graded. This weeds out all but the best and so carefully that as a rule only about 60 to 65% get into edible channels, or in everyday language are processed for edible use.

Carload after carload rumble over the rails on their way to every state in the union to go into peanut candies, to be salted, to make peanut butter, to go into bakery goods. For example, the National Peanut Council estimates that the 487,894,000 pounds of shelled peanuts which went into edible channels between January and September 1944 were divided as follows:

In peanut confections	110,264,044 lbs.
Salted	151,247,140 lbs.
In peanut butter	213,697,573 lbs.
For other purposes	12,685,244 lbs.

The size of the peanut industry and the desire of the people in it to give consumers better and better peanut products made its leaders realize the need for industry association. The National Peanut Council was formed five years ago and has grown in membership until today it includes every segment of the industry from grower to end-user. To achieve its aim of continuously bettering the peanut products we eat, it sponsors agricultural, nutritional and utilization research and cooperates with all institutions, national, state or private engaged in peanut research.

Peanuts were introduced to this country in the days of the slave trade where they were used as food for the slaves while on the long voyage. Peanuts, during the seasons they were available in Africa, were used as food because they cost practically nothing. But the fact has since been established that slaves whose food was peanuts ar-

rived in much better physical condition than those fed on other cheap foods. The reason, of course, has been accounted for by modern nutrition research.

From the few peanuts planted by slaves in their doorway gardens, our present industry has grown. But we are indebted more than we realize to a peanut vendor who pestered P. T. Barnum into allowing him to sell hot roasted peanuts at circuses. Until that day in 1870, they were relatively unknown. Then little by little our American ingenuity discovered more and more ways—and delicious ones—to use this tasty nut in foods of all kinds. That it is our ingenuity is obvious when a comparison is made of the few uses to which the huge peanut crop of other countries, Africa, India and China are put.

Every product to which peanuts have been added has increased in flavor appeal and at the same time in nutritive value through concentrated nutrients in the form of high quality, body-building protein, B. vitamins, iron and calcium. Eat salted peanuts like the boys in the tanks in Normandy did and they will help carry you through times when other foods are not available. Spread sandwiches with peanut butter and actually you are supplying as much protein as an equal amount of beef. Let a peanut candy replace your dessert and you have all the nourishing qualities of the average dessert, even more nutrients than in some desserts ordinarily eaten.

Those who write and broadcast food news to America's homemakers have, in peanuts, an interesting food to talk about. But what is often even more important they have a food that is liked by everyone, a food that can be bought in every city, town, and village in the whole country and a food that is within the reach of every pocketbook. So true is this last fact that it can be said that if a person cannot afford peanuts or a peanut product they probably can't afford to eat at all.

Front Line Fighters Use Up Chewing Gum

"American soldiers overseas are consuming an average of 630 sticks of chewing gum per man per year as against the former civilian average of 77 sticks per person annually. According to this estimate the men on the fighting fronts are using up chewing gum at eight times the normal peacetime consumption," Brigadier General J. E. Barzynski, Commanding General of the Chicago Quartermaster Depot stated.

General Barzynski's observation was based on the amount of chewing gum procured for combat rations through the Chicago Quartermaster Depot and for Post Exchanges procured by the Jersey City Quartermaster Depot. In line with Uncle Sam's reputation for having the best clothed and fed Army in the world, men living under battle conditions are assured of at least three sticks of gum per day issued through such field or emergency rations as the "K," which has a stick of gum to go with each meal. Quantities of gum are also included in the "C," the "10-in-1," "Parachute," and "Life-Raft" rations.

According to the latest procurement figures, the fighting men are being issued gum at the rate of 600,000,000 sticks annually. There are approximately 1,000,000 soldiers living on emergency or combat rations at any given time.

President of Dreyer Dies

Mr. Fred C. Theite, president of P. R. Dreyer, Inc., died on December 3rd, after a relapse from a long illness. Mr. Theite became associated with P. R. Dreyer, Inc., in the capacity of vice president in 1924. At the death of Mr. Dreyer in 1932, Mr. Theite became president of the company.

for December, 1944



And A Prosperous New Year!

In the year to come Penford Corn Syrup, Douglas Moulding Starch and Confectioners "C" Starch will continue to play a vital part in candy making. At times, war demands for corn products may make it difficult for us to fill all our orders as promptly as we would wish. You may be assured however of our sincere interest and desire to continue giving you as good service as we possibly can.



CEREALS in CANDY

Increase its

"FOOD VALUE"

**POPPED
WHEAT**



**Corn Flakes
Bran Flakes
Crisp Rice**

**Wheat Flakes
RI-KO
Cocoanut Substitutes**

**POPPED
RICE**

**Popcorn Manufacturers Are Invited
to Try Our Popped Wheat**

Write Today For Samples & Prices



**VAN BRODE
MILLING CO.**

CLINTON

MASSACHUSETTS

SUPPLY TRADE NEWS

• **Magnus, Mabee and Reynard, Inc.**, gave a cocktail party preceding the testimonial dinner tendered by the Association of Manufacturers of Confectionery and Chocolate in commemoration of the 75th anniversary of the **Henry Heide Co., Inc.** organization, at the Hotel Pennsylvania, New York, December 13th. Guests of honor at the dinner were the four Heide executives, Mr. William F. Heide, Mr. Herman L. Heide, Mr. Julius A. Heide, and Mr. Henry Heide, Jr.

• **Central Soya Company, Inc.**, is one of the three largest soybean processing companies in the U. S. with an annual crushing capacity of 15,000,000 bushels.

• **Continental Can Company's** central division office in Chicago has moved from the Conway Building, 111 W. Washington St. to the Field Building, 135 So. La Salle St.

• **Mr. Frank Forbes** has recently been elected a vice president of **Wood & Selick, Inc.** Mr. Forbes has been with Wood & Selick for 30 years. He became Sales Manager in 1938 and a Director in 1941.

• **G. Washington Coffee Refining Company**, an American Home Foods, Inc. subsidiary, announce the election of **Mr. Wallace Montgomery** as vice president in charge of production.

• **Mr. Allen K. Snyder** has recently rejoined **Carrier Corporation**, Syracuse, N. Y., as staff assistant to Mr. Les M. Beals, director of advertising and sales promotion. Mr. N. Stuart Irwin has been appointed assistant director of advertising and sales promotion. Mr. Dario de la Garza, identified with foreign advertising and sales promotion, has joined the Carrier International Division as advertising manager.

• "First Facts," Vol. 1, No. 9, not only lists current stock of **First Machinery Corp.**, but is "Chock full" of timely information.

Beatrice Creamery Expands

Beatrice Creamery Company, Chicago, plans for post-war call for the expansion of its markets to the South and along the Pacific Coast plus the addition of products found fitting either the established manufacturing or selling organization. Acquisition of La Choy Food Products Division at Archbold, O., and Detroit was in line of the latter plan. New ice cream and milk plants have been added at New Castle, Ind., Hutchinson and El Dorado, Kan., and also two new plants in Alabama, Decatur and Huntsville.

COMPAGNIE DUVAL

Division of

S. B. Penick & Company

announces the removal of its Laboratories and Offices to new headquarters at

50 CHURCH STREET
NEW YORK 7, N. Y.

Telephone Cortland 7-1970

With increased facilities, we look forward to serving you more fully than ever before. We request that you enter our new address and telephone number on your records.



Since 1877
Quality Supplies
for
Candy Craftsmen

Importers — Distributors
Manufacturers

H. A. JOHNSON CO.

221 State St. 28 N. Moore St.
Boston 9, Mass. New York 13, N. Y.

FLAVORS BY DREYER

Merry Christmas
and a
Happy and
Victorious
New Year

P. R. DREYER INC.
119 WEST 19th ST., NEW YORK, N.Y.

THE MANUFACTURING CONFECTIONER

**100% PURE
COFFEE
FLAVORING**

U. S. TAKES ALL
The U. S. Government has stopped the sale of ALL brands of instant coffee until Government wartime needs are adequately supplied. As soon as this situation changes you will again be able to get Barrington Hall.

BAKER IMPORTING CO.

New York Minneapolis
30 Church St. 212 N. Second St.

INSTANTLY PREPARED

BARRINGTON HALL
Coffee
QUALITY **100% pure**

KEEP BUYING WAR BONDS

Dr. Ayers to Head Marco Research

Dr. S. Henry Ayers has joined the Marco Company, Inc., Wilmington, Delaware, as head of their research laboratory. Dr. Ayers is a graduate of the Mass. Inst. of Technology where he received his basic training, and for years was connected with the research laboratory of the U. S. Department of Agriculture on the subject of milk and ice cream.



Dr. S. Henry Ayers whose appointment as research head was announced by **THE MANUFACTURING CONFECTIONER** in its November Issue.

Dr. S. Henry Ayers

William F. Allen Promoted By Staley

Mr. William F. Allen has been appointed director of research development for the A. E. Staley Manufacturing Company, Decatur, Ill. Mr. Allen has been with the



Mr. William F. Allen who was promoted to position of Director of Research Development by the A. E. Staley Company.

company three years. He came to the Staley Company from the Herty Foundation Laboratories, Savannah, Ga., where he had been technical director. Mr. Allen was educated at the University of Florida and Furman College. Mr. Allen succeeds Dr. K. J. Seulke who is leaving the company to enter business for himself.

MILK

WE invite your inquiry for earload lots of Sweetened Condensed Milk—Whole or Skimmed. Powdered Milk—Roller or Spray—Whole or Non-fat Dry Milk Solids. Low freight rates to any candy plants east of the Rocky Mountains. Packed in barrels.

Preferred
MILK PRODUCTS, Inc.

500 Fifth Avenue

New York 18, N. Y.

Pennsylvania 6-0892

POST-WAR PLANNING

"This is to announce that a technicolor motion picture has been made of the operations of our two companies, the Champion Pecan Machine Company and Co-operative Pecan Sales Company, Inc. This picture is now available to be shown to anyone upon request. It is an educational picture and is going to help develop the pecan industry very rapidly from now on. This is part of our post-war program to give the returning soldiers a chance to own a small business of their own in the operation of Champion Pecan Equipment."

CHAMPION PECAN MACHINE CO.

CO-OPERATIVE PECAN SALES CO., Inc.

401 AUGUSTA ST.

SAN ANTONIO, TEXAS

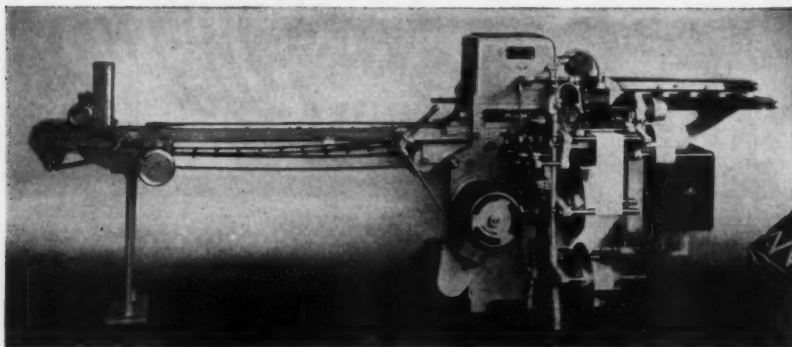
JOHN T. BOND & ASSOCIATES

•
**CONFECTIONERY BROKERS
OF THE PACIFIC COAST**
•

637 South Wilton Place Los Angeles 5, California

Resident Men Located in Washington, Oregon and Northern California

110 BARS a Minute



... AND EVERY WRAPPER IN PROPER REGISTRATION



Yes, the DF has speed. In fact, one manufacturer recently chalked up a record of 60,120 bars wrapped in 7½ hours (130 bars per minute).

Equally important, the DF produces a wrap you'll be proud to have your name on. Perfect registration of the wrapper is assured no matter how long the run by a definitely superior Electric-eye cut-off device. No adjusting needed once the machine gets under way. And it makes the smooth box-like wrap that adds so much to name display and general appearance. No bar is too irregular for this machine. Quickly adjustable for various sizes, too.

Write for our leaflet on the DF; it gives full particulars.

PACKAGE MACHINERY COMPANY

Springfield 7, Massachusetts

30 Church St., New York 7 • 111 W. Washington St., Chicago 2
101 W. Prospect Ave., Cleveland 15 • 443 S. San Pedro St., Los Angeles 13
32 Front St., W., Toronto 1

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Packaged Candy Overshadowed by Bulk Goods in Small Department Store

THE manager of the candy concession of a neighborhood department store in Chicago was in an amiable frame of mind, a state somewhat unusual in these days of candy shortages. But, despite some of the present day headaches, he presented a welcoming appearance to the customers of the "sweetest" department in the store.

"What are my post-war plans?" he replied to a question. "I don't have any worth mentioning although I do want to fix up the show cases, get in more modern display cases, but, I don't want to go all-out on some of the ideas being offered in candy department and candy store design. There's too much guessing and too little planning. For instance, some of the architects who must have a lot of time on their hands, are dreaming up huge, streamlined, castle-like candy stores that would scare off the ordinary candy customer, who wants to buy candy, not feast his eyes on some modernistic architectural glory."

Flashiness Spoils Sales

Too much flashiness in a candy department scares off many prospective customers because they are filled with a feeling that they are going into a place of expensive goods and as a result shy away from making purchases. Sixteen years ago when this store first opened up, the concessionaire continued, to serve its particular neighborhood trade, the lay-out was elaborate, bordering upon the exclusiveness of larger, metropolitan department stores. A short trial convinced the management that this was undesirable; customers were apparently frightened by the lavishness of the fixtures and general appearance of the department.

Replacement of the lavish fixtures with less elaborate show cases, containers and layout occurred with the result that customers felt more at home in the store and sales jumped noticeably.

Although this particular store did not carry very much packaged goods, it was the opinion of the manager of the candy department that candy

packages are much like stores in that too elaborate a package causes the regular customer to show a disinclination to buy. It is true that the "average" customer is discriminating and wants a package to look well and to be distinctive, but he does not ordinarily care for something that looks as if it came from an exclusive jewelry store unless, of course, he's buying strictly for gift purposes.

The candy concession in this neighborhood department store occupies a strategic spot on the first floor, convenient to either entrance and easily accessible to all customers of the store because it is at the center of all store traffic. The candy counters do not have to compete with displays of other foodstuffs. There is a grocery department, but it is in the basement. In size, this candy department occupies about 150 square feet of floor space in the familiar, hollow, square shape with the clerks on the inside.

Although some of the larger stores do get away from this sort of arrangement, the square layout has stood the test of time, making it possible to utilize the greatest possible amount of display space in the smallest amount of floor space. It speeds sales because the counters are all convenient to the clerks and to the customers, too.

One of the interesting points of the candy department in this particular store was the fact that bulk goods made up about 90% of the sales, with few packages or bars being carried. A wide range of prices is maintained, with some candy at 20c a pound and some packages at \$1.50 per pound.

The proprietor has held bulk candies in high esteem because he believes the customer likes to see the product bought. Packaged goods are "hidden merchandise" and too much time is spent in describing the



There is a lot to say in favor of "The Good Old Days" and more than once, old-time business acumen pays dividends.



Many candy departments are not modern but all should display "clean" merchandise which appeals to all classes of trade.

contents to prospective customers. Then, too, the proprietor likes candy himself and when a prospective buyer asks to try a piece of candy displayed in bulk before making a purchase, a sample is quickly and cheerfully given.

Old-time business acumen has paid dividends in this department.

The clean merchandise displayed, appeals to all classes of trade. The glass display cases are kept clean in spite of the many finger prints left by tiny shoppers and adult shoppers alike. Cleanliness is a must in this department. Scale pans show the care that is taken to maintain cleanliness.

Candy Colors Attractive

Although the show cases and set-up in this department were not modern, the display of many-colored candies proved to be very attractive to all who pass the counters. Plainly marked price cards characterize each section.

In looking at the displays, candy seemed to be in plentiful supply in this store. Such items as Butter and Rum Kisses, Jellies, Boston Baked Beans, Rum Toffee, Mix, Candy Corn, Bridge Mix, Sugar Roasted Peanuts, Peanut Butter Kisses, Jordan Almonds, Mints, Caramels, Jelly Beans, Chocolate Peanut Clusters, and plain and filled hard candies belied any idea of shortage.

"It isn't too easy to get candy now as it was several months ago," said

the manager. "I have to get out and contact my supply sources and I find it possible to get a little here and a little there. Just sitting down and waiting for the candy to come in, doesn't work nowadays."

"Any kind of package will sell now owing to the shortage of candy and people are not interested in price alone. We carry varied-price merchandise to try to please all but price is not a factor in our sales."

Above the display show cases, a suspended, overhead rack, displayed the higher priced line of packaged candy. A sample of the line was also carried in one section of display cases below but the full line overhead was visible from any point in the store—a sign, as it were, for the candy concession.

Bars and cough drops were contained in a cabinet on top of the main display case. No inducement or display encouraged their purchase. The reason for this may have been the proprietor's desire to continue to concentrate on the sale of bulk candies.

Display Ideas Offered

"Local Built Display Fixtures," a 20-page booklet with detail illustrations, now is available free from Douglas Fir Plywood Association. Written by A. E. Hurst of Portland, Ore., and national authority on displays, it presents suggestions for 144 separate display fixtures to be built of fir plywood in local display shops, cabinet shops and stores.

Saves Shipping Space

A new philosophy of simplified packaging which effects tremendous economies in shipping space and handling costs is discussed fully in Robert Gair Company's new illustrated 28-page booklet, "The Palletized Load" by J. D. Malcolmson, Technical Director of Robert Gair Company, Inc. It has been cleared through the U. S. Navy, whose experiences with palletizing provide valuable information for shippers.



Less elaborate and lavish fixtures and lay-out makes customers feel more at home and results in increased sales.





Is It Hot or Cold?

Will you kindly advise us as to any information you have regarding thermometers for use in making candy in connection with "Tilt Stirrers?"

Do you know of any thermometers which can be inserted in the upright arm of the stirrers which will enter the syrup at the same time the stirrer is forced down into the candy?

—Georgia.

REPLY: Answered by mail.

Sesame Seed for Halvah

At the moment we are interested in a substitute for sesame seed paste for the manufacture of Halvah. Our recipe calls for a high percentage of crushed sesame seeds but the sesame seeds are very hard to get and we are looking for some other material.

—New York.

REPLY: As sesame seed is added for flavor and the special taste required, there is little hope of obtaining a substitute. One may contact the flavor companies who perhaps can develop a sesame-like flavor. We might suggest that you try sunflower meal. This is a new product and may prove of value. We are sending you a small sample and the name of the company producing this product.

Thank You!

Your letter with its accompanying editorial material on the use of Counter Merchandisers is decidedly informative. We believe that it will help us fill in some heretofore blank spots in our post-war planning. We were pleasantly surprised at your co-operative spirit in response to our let-

ter. In this day and age such co-operation is unusual—consequently it is outstanding.

—Illinois.

Candy Merchandising Is A Success

Thank you for sending me a copy of issue No. 1 of your new magazine, —CANDY MERCHANDISING.

You are to be congratulated on your initial issue and from comments I have heard from various buyers and others who have seen CANDY MERCHANDISING, think you have definitely made a step in the right direction.

I assure you that I will be more than happy to co-operate with you in any way I can.

—Illinois.

Enjoyed Dr. Guenther's Articles

We wish to thank you for all the information you have been kind enough to give us on the Johnson Filter Press for chewing gum.

We would greatly appreciate your sending us the February 1944 issue of THE MANUFACTURING CONFECTIONER, which has the fifth article by Dr. Guenther on American and European Peppermint Oils. Whatever charge there is on this magazine we will be very glad to pay.

—Mexico.

The Hens Have Been Busy

Would you have information as to the amount of eggs used in the confectionery industry for the last three years?

—Illinois.

REPLY: The Department of Com-

merce estimates the following amounts of egg products were used by the confectionery industry:

1941	
Fresh or frozen	6,384,000 pounds
Egg albumen	1,016,000 pounds
Powdered eggs	24,000 pounds
1942	
Fresh or frozen	5,970,000 pounds
Egg albumen	850,000 pounds
Powdered eggs	34,000 pounds
1943	
Fresh or frozen	5,209,000 pounds
Egg albumen	711,000 pounds
Powdered eggs	56,000 pounds

A Reputation Travels

Being interested in your excellent magazine, I beg to kindly request you to forward me a copy with your best rates both for subscription and advertising purposes.

—Cyprus.

Wants Novelty Boxes

Could you give me the names of any manufacturers of paper or cardboard novelty boxes? I am thinking of children's novelty boxes in the shape of houses, boats or airplanes which are usually filled with wrapped chewy kisses or hard candies.

I am also interested in purchasing ribbon, artificial flowers, bows, etc., for fancy boxes and would like to secure booklets of suggestions on fancy packaging or packaging for mailing.

Can you supply me with the names of any ceramic or pottery manufacturers who make figures which could be packed with candy, then used by the consumer for flower holders after the candy is removed.

I would appreciate it very much if you would send a formula for making candied orange, lemon or grapefruit peels. I should like a formula for making Cactus Candy, spiced almonds and creamed pecans.

I have made candy on the East coast (Boston, Mass.), but some of the candy desired here is different.

—California.

REPLY: Answered by mail.

Thank You

We enclose \$5.00 for a two year subscription to THE MANUFACTURING CONFECTIONER. From the past experience I have had in having your magazine handy, I feel lacking in some of the up to date information that will be a big help to me now.

—Washington.

THE MANUFACTURING CONFECTIONER

Shipping Container Order Amended

WPB amended Preference Order P-146 (corrugated and fibre shipping containers) on October 23rd. Products to be incorporated without further processing in Army and Navy Overseas Emergency Rations such as "K" rations, "10-1" rations, "Air Corps" rations, etc., are entitled to an AA-1 preference rating. This rating is only available for containers used for direct delivery for such products to the person or firm assembling such rations.

Products for overseas shipment purchased by or for the account of the American Red Cross for distribution to troops overseas or to prisoners of war are now under an AA2X rating. Confectionery, except chocolate and cocoa but including chocolate bars, still continues under an AA-4 rating for all other uses except those outlined above.

The revised order set up a new schedule B whereby various ratings are assigned to users of fibre drums. Candy or Confectionery is not included in this list.

Predicts Distribution "Scramble"

Civilian food consumption, following a steady climb between 1940 and 1943, is now only slightly higher than the pre-war level, but the nation's menu has undergone a decided change, said M. Crawford Pollock of the Cellophane Division, E. I. du Pont de Nemours & Co., recently before the American Marketing Association at the Hotel Sheraton, New York City. The present situation indicates a period of record-breaking merchandising activity immediately following the war, he said, reporting on a study now being made by the Du Pont Company.

"Rationing and shortages have brought revolutionary changes in the distribution of food," he declared.

As food distribution resumes its normal course, "tremendous merchandising problems will be imposed on manufacturers and distributors," he continued. "Those who have made gains must employ real strategy to prevent sharp declines, while those having lost position may be expected to indulge in every type of high-pressure promotional offensive to secure their objectives. Advertising, salesmanship and packaging will be important factors."

Mr. Pollock touched on another continuing study Du Pont is making on the possibilities of self-service in lowering post-war costs of distribution.

"With greater efficiency increasing the output per production worker by almost three and one-half times in the last 60 years, while the output per distribution worker has remained practically constant," he said, "it is no wonder 59 per cent of the consumer's dollar now goes for distribution costs. Self-service in food stores, with its greater sale per employee, appears to be one step toward lowering distribution costs, and ultimately the price to the consumer." Merchandising authorities expect to see a rapid, post-war expansion of the self-service trend, Mr. Pollock said, disclosing that tests on methods of selling packaged meats, fruits and vegetables on a self-service basis are being conducted in several areas of the country. "Packaging assumes a tremendous responsibility in the self-service operation," he stated, "and the packaging industry may be expected to keep pace with this post-war evolution."

• Sierra Candy Company, San Francisco, now have a new radio show, "Musical Sweets," on ten California, Oregon and Nevada stations, headed by powerful KQW of San Francisco.

Food Protecting Films

Many kinds of manufactured foods are sold in packages which require the use of protective inner liners or overwraps of material such as moisture resistant cellophane or coated paper to prevent loss or gain of moisture. Either loss or gain of moisture is likely to cause serious deterioration in dried or frozen foods in storage says the U. S. Department of Agriculture. The usual method of sealing the protective cellophane is by the application of heat through electrically-heated sealing devices. The heat-sealing qualities of moisture-resistant cellophane are due to the plastic lacquer coating which softens when heated and hardens quickly after cooling, resulting in a firm seal. The importance of careful control of heat has been shown by recent sealing tests at the Western Regional Research Laboratory at Albany, Calif. These tests showed that if the sealing temperature is too high the heat-treated areas are injured. Sealing temperatures too low result in weak bonds. For best results, cellophane should be sealed between 285 and 385 degrees F., with the heat applied for one second.

Cellophane Supply Continues Tight

Despite recent newspaper publicity to the contrary, the availability of cellophane products has not been increased according to one large manufacturer of these products. Interpretations of the December 5th amendment to Limitation Order L-20 have been misleading. Military uses of cellophane continue at a peak and until this situation improves, there can be no increased supply for civilian trade in any industry.



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- We specialize in matching your colors
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National Ribbon Corporation

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Sylvania Industrial Corp. Wins 4th "E"

For the fourth time in less than two years, Sylvania Industrial Corporation has won an Army-Navy "E", according to word received from Robert P. Patterson, Under Secretary of War. The Company has made many contributions to war production, particularly in the development of special products for use by the armed forces. At the present time Sylvania Industrial Corporation is manufacturing a moisture-proof, flame-resistant cellophane for gas capes to protect soldiers from liquid gas; a water and moisture proof cellophane to package food and vitamins for overseas shipment, so that they are kept dry and fresh in every extreme of weather; cellophane wrappings and casings for the domestic food industry; and many other cellophane products, some of which are still hidden by censorship.

With the current "E" citation the company has held the award continuously since December 26, 1942, and will now be entitled to add a third white star to its Army-Navy Production Award Flag.

Riegel Company Official Heads P.I.

The Sixth Annual Meeting of Packaging Institute, Inc., held at the New Yorker Hotel, New York City, on November 1 and 2, elected the following officers and directors: President—Walton D. Lynch, Vice President, National Folding Box Company, New Haven, Conn., succeeding Joel Y. Lund, Vice President, Lambert Pharmacal Company, St. Louis, Mo. Vice Presidents: W. O. Brewer, Manager, Pharmaceutical Sales, Calco Chemical Division, American Cyanamid Company, Bound Brook, New Jersey, and George A. Mohlman, President, Package Machinery Company, Springfield, Mass. Division Chairmen: Production Division, W. O. Brewer; Machinery Division, Frank B. Fairbanks, President, Horix Manufacturing Company, Pittsburgh, Pa., Supplies Division, F. S. Leinbach, Riegel Paper Corporation, New York.

Nine hundred executives from all branches of the packaging industries attended the two-day conference of the Institute. The Chairman of the Conference Program was F. S. Leinbach, Riegel Paper Corporation.

Packaging Catalog Highlights War Packaging

The 1944 Packaging Catalog is keyed to the theme of reconversion and is noteworthy as it projects the great wartime advances of packaging into the postwar era. The first section, devoted to reconversion in all of its ramifications, contains an article by a WPB official, outlining a time-table for the reconversion of various materials to peace-time uses.

New material has been gathered during the past year to make at least 60% of the current issue completely



An interesting package design for Ridley's Spearmint Candies. Shows how a small package may be handled in an interesting way.

different from anything that has appeared before. All of the war-time progress in packaging, including the many new uses of paper, the new protective wraps and coatings developed for global warfare, the new shipping packages and devices, is consolidated in this new catalog.

Bergin Leaves Harlich Company

E. H. Bergin, who for several years has been Sales Manager of the Packaging Division of Harlich Manufacturing Company of Chicago, has announced his severance with this company. He will devote his entire time now to the conduct of his own business which has operated under the name of PAUL X. BERGIN COMPANY for the past ten years. This company specializes in packaging candy in glass jars, cellophane bags, fancy gift containers, mirror boxes, leatherette boxes, and other fancy containers. They do a nation-wide business, and some of the leading brokers of the country handle their line. New location is 1908 Central St., Evanston, Illinois.



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Samples and prices submitted upon request.

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Trade Marks

The following memorandum relating to Trade Marks is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C. The trademarks were recently published by the U. S. Patent Office and, if no opposition thereto is filed within 30 days after the publication date, the marks will be registered.

"KITS." Ser. No. 460,142. Fair Play Caramels, Inc., Johnson City, N. Y. For candy.

"HI-MAC." Ser. No. 459,913. The Shotwell Mfg. Co., Chicago, Ill. For candy bars.

JUNGLE BATS. Ser. No. 460,143. Fair Play Caramels, Inc., Johnson City, N. Y. For candy.

MIDWAY. Ser. No. 460,324. Hawaiian Pineapple Company, Ltd., Honolulu, Hawaii, and San Francisco, Calif. For candy.

COFIX. Ser. No. 458,193. Island Mining & Trading Corporation, Havana, Cuba. For candies.

TONICOL. Ser. No. 458,194. Island Mining & Trading Corporation, Havana, Cuba. For candies.

VITA SERT. Ser. No. 461,433. Cook Chocolate Company, Chicago, Ill. For chocolate bars fortified with vitamins.

Picture of a pig standing on his hind legs and blowing on a whistle. Ser. No. 433,623. **PIG'N WHISTLE CORPORATION**, San Francisco, Calif. For candy, confectionery, and bakery products.

Picture of five pigs standing on hind legs and carrying trays of food. Ser. No. 433,624. **PIG'N WHISTLE CORPORATION**, San Francisco, Calif. For confectionery—namely, wrapped chewing candies, ice cream and frozen desserts, and bakery products.

BABY BEULAH. Ser. No. 448,958. The Borden Company, New York, N. Y. For taffy caramels.

CANDY LANE. Ser. No. 453,392. Candy Lane, Inc., Beverly Hills, Los Angeles, and Glendale, Calif. For candies and candy confections.

LUXURY. Ser. No. 455,053. Luxury Mint & Gum Company, Chicago, Ill. For chewing gum, mint and hard candy.

FRUNA. Ser. No. 458,377. Volpit Chewing Candy Co., Inc., Long Island City, N. Y. For chewing candies containing natural fruit flavors.

BIG PAY. Ser. No. 459,216. Angelo Cataldo, doing business as Liberty Candy Co. and Liberty Chocolate Co., Boston, Mass. For candy.

MOORLAND. Ser. No. 459,160. W. B. Cartwright, Limited, Rawdon, near Leeds, England. For compressed tablets and lozenges and pastilles, being sweets.

ACK ACK and picture of anti-aircraft gun. Ser. No. 467,398. Hawaiian Pineapple Company, Ltd., Honolulu, T. H., and San Francisco, Calif. For candy.

BANANA SPLIT. Ser. No. 463,506. Chasers, Inc., New York, N. Y. For candy.

BIACAKE SHOP. Ser. No. 467,437. Jane M. Shattuck, New York, N. Y., assignor to Frank G. Shattuck Company, New York, N. Y. For candies and confections.

VITARELLA. Ser. No. 464,614. Lafond Candy

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CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



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Kitchen, Inc., New York, N. Y. For candy.

VITAREX. Ser. No. 464,615. Lafond Candy

Kitchen, Inc., New York, N. Y. For candy.

BURNT OFFERING. Ser. No. 465,855. Adams
Candy Company, Dallas, Tex. For candy.

FAIRHILL. Ser. No. 466,599. Stephen F. Whit-
man & Son, Inc., Philadelphia, Pa. For candy.

CHOCLETTOS. Ser. No. 466,705. Peter Paul,
Inc., Naugatuck, Conn. For candy.

JUDMAR'S. Ser. No. 467,032. Samuel M. Gertz,
doing business as Gertz Distributing Company,
Chicago, Ill. For candy.

RANCH RHYTHM. Ser. No. 467,045. Pang-
burn Company, Inc., Fort Worth, Tex. For candy.

DARLON. Ser. No. 467,250. Marlon Con-
fections Co., New York, N. Y. For candies.

NARLON. Ser. No. 467,251. Marlon Con-
fections Co., New York, N. Y. For candies.

HAVILAND and coat of arms. Ser. No. 464,179.
Miller & Hollis, Inc., Boston, Mass. For chocolates.

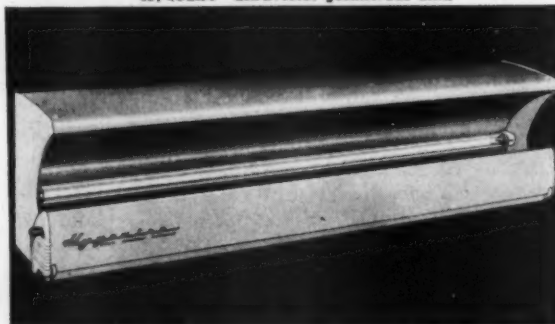
TRANGLES. Ser. No. 459,144. American Die-
taids Company, Inc., Yonkers, N. Y. For candy.

Popcorn Prices Announced

Specific dollar-and-cent prices for all classes of sellers
of manufactured popcorn products—seasoned, cheese-
coated, and caramel-coated popcorn—were announced re-
cently by the Office of Price Administration. Historical

price lines are maintained, but an adjustment in price is
made by decreasing the net contents of consumer-size
packages, in which form most of the popcorn products
reach the public. The new regulation (effective October
3, 1944) establishes specific prices for sales of the pro-
ducts in packages, in bulk, and from vending machines,
and increases prices in an amount sufficient to cover the
higher cost of shelled popcorn to manufacturers of pop-
corn products. The increase in the shelled popcorn cost
amounts to about 90 per cent above prevailing March
1942 levels.

The American Sterilizer Company has recently re-styled its
"Hyvacaire" ultraviolet germicidal unit.





THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE



HELP WANTED

SITUATION OPEN for CANDY RESEARCH CHEMIST

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c/o The
Manufacturing Confectioner
400 W. Madison St., Chicago 6, Ill.

ALL AROUND candy maker to take charge high class retail store established 25 years. Top wages, 48 hrs., time and a half for overtime, steady work, London Pecan Co., Hot Springs, Arkansas.

WANTED—Candy Maker to produce complete line of high class home made candies for small retail chain in the East. Plant completely equipped with modern machinery and labor saving devices. All around man preferred. State past experience, salary expected, age, and when available. Address L-12443, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

CANDY MAKER experienced in all kinds of Cast Centers, creams, marshmallows, jellies, caramels, etc. Good opportunity and permanent position. Give full information as to experience, age, salary expected and availability. Address L-12444, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

WANTED—Candy Maker to produce all kinds of cast centers, creams, caramels, hard candies, and syrups for Soda Fountain. Able to supervise kitchen. Pleasant working conditions. Write full details—age, experience, and salary expected. Located in the East. Address L-12446, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

HELP WANTED

HELP WANTED—All around Candy Maker. Steady work all year and good wages. Pippin Candy Company, 428 - Keo Way, Des Moines 9, Iowa.

FACTORY SUPERINTENDENT wanted for middle sized plant in the East. Must have previous practical plant operations experience. Write in full detail types of goods manufacturing experience covers. This position offers good post-war possibilities with Company in business over thirty years. State age, salary required and former connections. Address K-11444, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

WANTED factory personnel manager.

One who is experienced in confectionery production is preferable. Factory located in mid-west. Address K11446, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

CANDY MAKER WANTED, experienced in making candies for high class retail store. Hand rolled creams, caramels, fudges, nougats, hard candies, jellies, an all around man. We pay \$75.00 for 6 day week, chance for advancement. Steady employment for year round. Meals furnished. Write at once to The Modern Conf., 110 W. Washington St., South Bend, Ind.

CANDY MAKER: One of the best jobs in the U. S. is open for a man with ideas, initiative, experience and exceptional ability. With old established firm in California, making line of high-grade retail candies. Prefer man 35 to 45 years of age, with both European and American experience. In reply give full particulars as to age, nationality, family, past employment, etc. All correspondence confidential. Address K-11448, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

HELP WANTED—Plant superintendent for progressive company in East. Applicant must be capable of assuming full responsibility of plant operation and handle help. A splendid opportunity for man with good knowledge of candy and chocolate. Replies

HELP WANTED

kept in strict confidence. State full qualifications, give age and employment experience for past ten years. J-10446, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Illinois.

WANTED CREAM MAN. A LARGE MIDWESTERN CONFECTIONERY MANUFACTURER IS IN NEED OF A GOOD CREAM MAN TO ACT AS ASSISTANT FOREMAN. MUST HAVE THOROUGH KNOWLEDGE OF CREAM CENTER MANUFACTURING. THIS IS A GOOD OPPORTUNITY WITH GOOD PAY FOR THE MAN THAT CAN SATISFACTORILY FILL THIS JOB. STATE EXPERIENCE, AGE, AND OTHER QUALIFICATIONS. ADDRESS J-10448, c/o THE MANUFACTURING CONFECTIONER, 400 W. MADISON ST., CHICAGO, ILL.

HELP WANTED: Somewhere there is a Top-Notch DISPLAY AND MERCHANDISE MAN who would give his eye-teeth for the opportunity that exists in our growing manufacturing retail chain. We have a number of shops, are financially strong, and have made great progress as a "one-man" outfit. Today we are ready to expand still more rapidly. For the right man—one who has had good training and who appreciates and can maintain good window display, shop appearance and good sales personnel—we can offer a pleasant, permanent and profitable connection. Salary open. Correspondence strictly confidential. Address J-10443, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Illinois.

CANDY MAKER: For new modern kitchen. Small retail chain middle west needs man who can make the finest quality chocolates. Highest wages—permanent—chance for advancement. All replies confidential. Address K-114412, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.



THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE



HELP WANTED

SUPERINTENDENT FOR FAST GROWING EASTERN CONCERN. MUST BE QUALIFIED TO TAKE COMPLETE CHARGE OF MANUFACTURING, HANDLE HELP, UNDERSTAND EQUIPMENT, AND HAVE A FULL KNOWLEDGE OF CANDY. WE ARE PRODUCING FIVE CENT BARS ON A LARGE SCALE AND A FEW OTHER GOOD ITEMS. SUCCESSFUL APPLICANT WILL BE WELL PAID WITH A BONUS FOR PROVEN ABILITY. WRITE US GIVING YOUR FULL QUALIFICATIONS AND PAST EXPERIENCE FOR THE PAST FIFTEEN YEARS. ADDRESS G-7447, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Illinois.

HELP WANTED—Candy Maker, for Melrose Confectionery Shop. Established for twenty-four years. Full or part. Good pay. Address 125 Broadway, Melrose Park, Ill., Phone Melrose 9050.

POSITIONS WANTED

WANTED—Position as Superintendent of Production, by a man who has had over thirty years of broad and practical experience. And when I say, practical, I mean making candy myself, as well as teaching others, such as hard candies, creams, gums, jellies, marshmallow, pan work, solid chocolate and cocoa powders, both cheap and high grade. I understand all modern machinery and how to handle help to get the best results. I am superintendent of one of the oldest and largest bulk and bar houses in the country. Married, age 46, an American. Address L-12441, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

POSITIONS WANTED

SITUATION WANTED—Man who can produce all kinds of candies for retail manufacturing confectionery desires position as production manager for high class retail store or chain. Can produce a line of chocolates, Bonbons, Caramels, Fudges, etc. second to none. Advertiser is a practical man, can make candies, handle all machines and teach help. Address K-11443, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

SALES REPRESENTATIVE

SALES REPRESENTATIVES, experienced in selling confectionery items on punch boards to the wholesale candy and tobacco jobbers. Our products are well known and fast repeating. A number of territories still available. Address K-11445, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Illinois.

SALES REPRESENTATIVE—

Twenty-five years experience, large personal following, can produce volume and thorough distribution in Pennsylvania and West Virginia on confectionery and allied products. Call on confectionery and tobacco jobbers, wholesale grocers, syndicates, supermarkets and department stores. Correspondence invited from reliable manufacturers seeking representation on straight commission basis. Address J-10442, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

YOUNG MAN with sixteen years sales experience wants to add more broker items to sell jobbers, or will consider one good line as position as salesman representative in central Illinois where he is acquainted among jobbers. Getting prepared for Post-War selling. Address J-10447, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

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WE BUY & SELL

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"Cellophane" BAGS

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Cellophane rolls in cutter boxes 100 ft. or more
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Wax • Glassine Bags, Sheets & Rolls

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Colors & Widths

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Clear & Colors

Diamond "Cellophane" Products

Harry L. Diamond

Sales Representative

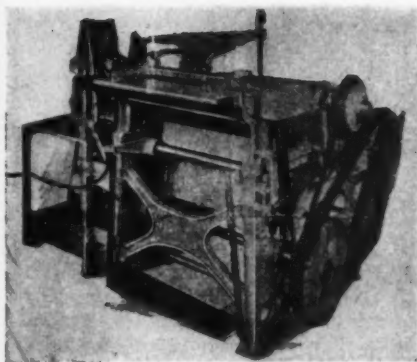
2902 So. Michigan Ave. Chicago 16, Ill.

CANADIAN CANDY MFR. would like to obtain the rights to manufacture well-known chocolate bar, cough drops, or novelty confection, on royalty basis. Progressive organization selling from coast to coast in Canada. Address K-114410, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

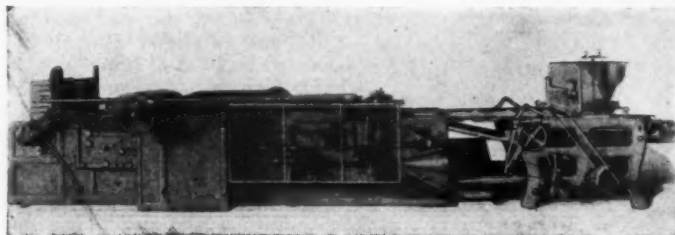
WANTED—GELATINE will pay spot cash for any surplus quantities you have to offer. Address K-11441, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

WANTED TO PURCHASE—Matthew Berman, "How and Why of Candy Making", book of instructions on candy making and recipes. Write James H. Gross, 4750½ Chicago Ave., Chicago, Ill.

MODERN Confectionery Store for sale at most reasonable terms. Includes fountain and lunch and all equipped for candy manufacturing. Est. 25 years, fine location, low rent, near large theatre. Retiring on account of age and poor health. Write or phone Arcade Sweet Home, 211 S. Jefferson St., Peoria, Ill.



Werner Fully Automatic Ball Machine



National Automatic Steel Mogul



Double Huhn Starch Dryer

- NO PRIORITIES REQUIRED
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Rebuilt... Guaranteed Confectionery Machinery

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**Everything in Confectionery Machinery
ALL TYPES AND SIZES**

A FEW SPECIALS

National Equipment Fully Automatic Wood or Steel Mogul

Double or Single Huhn Starch Dryer and Cleaner

32" Universal Chocolate Coaters with attachments

24" National Equipment Enrobers with attachments

Ideal Factory Model Caramel Cutting and Wrapping Machines.

Gaebel Continuous Automatic Plastic Hard Candy Outfit with Automatic Batch Roller, Heated Sizer, Plastic Cutter with chains and cooling conveyor

National Equipment Continuous Cookers with pre-cooking kettles

Hildreth Pulling Machines, No. 6, Double Arm, 200 lb. cap., motor driven

Package Machinery Model K and KD Kiss machines with motors.

you contemplate installing.

Write or wire collect for prices and details on any machinery

MACHINERY FOR EVERY CONFECTIONERY REQUIREMENT

EQUIPMENT WANTED!

**Highest Cash Prices Paid
for Single Machines or
Complete Plants.**

You still have time to realize the very high cash prices which we are now paying for used machinery.

Now is the time to capitalize on present conditions, by disposing of any surplus or idle equipment, whether it be a machine, a department or a plant. We will pay "spot" cash and take the machines right off your hands.

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—or write us full details and prices of any equipment which you are able to dispose of at this time.

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THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

MACHINERY FOR SALE

FOR SALE — COCOA BUTTER

PRESS, horizontal hydraulic type; 6-Ft. CHASER, granite base and rolls, had very little use, both machines manufactured by National Equipment Company, Springfield, Mass.; also MODEL U WRAPPING MACHINE, manufactured by Package Machinery Company, Springfield. All machines in very good condition. Address I-9445, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

FOR SALE one National Equipment

24" Enrober with removable tank, suitable for chocolate and icing. Offered for immediate sale. Wire for prices and information. Address H-84410, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

FOR SALE—One Werner Semi-

Automatic Ball Machine with 3/4 inch ball rolls. Good as new. Archibald Candy Corporation, 1137 West Jackson Boulevard, Chicago. Chesapeake 2700.

FOR SALE one Racine Sucker Ma-

chine and one Ideal Caramel Wrapper both guaranteed to be in perfect condition. Address H-8449, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

1-NATIONAL Equipment Wood

Starch Buck. Machine in excellent operating condition. Address H-8448 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

MACHINERY WANTED

CASH for complete caramel making plant! Will buy any or all equipment for caramel making. Need one or two caramel wrappers immediately. Write: Box L-12448, c/o THE MANUFACTURING CONFECTIONER, 400 West Madison Street, Chicago 6, Ill.

WANT—Dreadnaught, Bostonian or New Englander. Barbara Fritchie Chocolates, Frederick, Maryland.

MACHINERY WANTED

WILL PAY CASH for Mogul and Starch Cleaners. Must be in good condition. Give full details, price and where equipment may be inspected. Address L-12442, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

WILL PAY CASH for Simplex Vacuum Cookers, Steam or Gas. Also Dayton, Racine or Ball 5 Ft. Cream Beaters. Advise condition and quote lowest price. Address H-84411 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

WANTED—Brightwood box machine & Whiz volumetric packer. Candy Crafters, Inc., Stewart & Union Sts., Lansdowne, Pa.

WANTED—Copper revolving pans preferably but not necessarily 38" — with or without steam coils. Candy Crafters, Inc., Stewart & Union Sts., Lansdowne, Pa.

WANTED—Will pay cash for Simplex Vacuum Cooker, gas. Richmond Candy Mfg. Company, 810 N. Twenty-fourth St., Richmond, Virginia.

MACHINERY WANTED

HOLLOW MOULDS — Canadian manufacturer would like to purchase quantity of used or new moulds for hollow chocolate novelties, for hand work only. Write Allan Candy Co., Ltd., Hamilton, Ontario, Canada.

INTERESTED IN PURCHASING for cash Model K or Model KD Kiss machine, also Long Salt Water Taffy Machine, give complete description and lowest cash price. Address H-8444, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

WANTED—1 Model K Kiss Wrapping machine, rolling board, 50 gallon steam jacketed tilted kettles—100 pounds pressure. Address K-11442, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago 6, Ill.

MACHINERY WANTED: URGENTLY WANTED: Copper coating pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices. Address A-1433, c/o THE MANUFACTURING CONFECTIONER, 400 West Madison Street, Chicago, Ill.

CARAMEL WRAPPERS WANTED:

One or two caramel wrappers wanted. Also, any or all equipment for caramel making, or will buy complete caramel making plant for cash

Write Complete Details to: Box L-12447
THE MANUFACTURING CONFECTIONER
400 W. Madison St. Chicago 6, Ill.

★!!!★—! WHERE'S MY COPY OF THE M.C.? IT'S ALL RIGHT FOR THAT SUPERINTENDENT TO BORROW IT, BUT BY GOSH HE MIGHT AT LEAST RETURN IT WHEN HE'S ALL THRU!!



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The Manufacturing Confectioner

400 W. Madison St. — Chicago 6, Ill.

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May We Suggest...?

THOSE of you who missed the National Chemical Exposition, and we think many of you did, may well mark a circle on the calendar for about the 1st of March to attend the First National Products of Tomorrow Exposition at the Chicago Coliseum. An idea obtained, no matter where, offers a start on new avenues of profits.

Although we were not quite fortunate to get a piece of the American 'bird' (we get the other, frequently) on Thanksgiving Day, we nevertheless enjoyed a hearty dinner, complete with pumpkin pie. Which brings up the matter again closest to our heart, of why not have a lighter dessert after a heavy meal? As an example, we could recommend a couple of high grade chocolate creams and a nice, red apple. May-be some of you smooth salesmen could convince the National Restaurant Association of the inherent possibilities of this idea. Perhaps, a time will come when you will wish to extend your market.

"Candy Cane Lane," a heavenly avenue leading to that patron of Saints, Santa Claus, is a jammed thorough-fare in one of Chicago's foremost department stores. Children, as well as adults, are thrilled with the lolipop and candy cane decorations.

CHRISTMAS CANDY

It may be just a smooth, striped candy cane

To some, but I hear sleigh bells in the snow,

I see frost-studded trees along the lane
As thoughts detour to stir nostalgic glow.

Frail grandpa wraps his nose into a wide

Red handkerchief and makes a foghorn noise,

Gay yards of paper chains, designed with pride,

Swing in and out the tree like frisky boys.

Spiced fumes of wassail cooking fill the air,

The longest stockings in the house are hung

Above the crackling logs with special care,

And then on bended knees Christmas songs are sung.

To some it may be just a candy cane;
To me it brings back dreams that live again.

—Annette Victorin.

—Chicago Daily Tribune.

The initials of our favorite magazine, "M. C.", this month have a new meaning—"Merry Christmas."

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Soy Flour



Modern soy flour is one of the world's richest and most economical sources of high-quality protein. Its use in the candy industry is growing by rapid strides, and will continue to expand as its distinct advantages become more widely realized. Investigate these advantages and enjoy their benefits.

There are two reasons why the Staley organization is so well qualified to serve you. First, its 22 years of experience in the manufacture of soy bean products for the food trades. And second, Staley's continuous large-scale research, in field and laboratory, which furnishes accurate technical data on the most effective possible uses of soy flour.

Here are some of the advantages offered by Staley's Soy Flour in the candy industry:

1. High nutritional values.
2. Bland flavor.
3. Light, attractive color.
4. Fine, even granulation.
5. Good emulsifying qualities.
6. Lower material cost.

The coupon below will bring you some interesting and practical information regarding modern uses of soy flour. Fill it out and mail it in today.



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A. E. Staley Mfg. Co., Decatur, Ill.

Please send me your special Candy Formulary, with full data on uses of soy flour in candy making.

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— STALEY'S SOY GRITS

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Greer Wire Belting *serves the world*

Strong, flexible Greer Wire Conveyor Belting is being used in many countries in all types of chocolate coaters and enrobers as well as in sprayers and topping machines. Both the confectionery and bakery industries have long appreciated the unusual adaptability of this belting. In many other fields also, it has solved difficult conveying problems.

You will find Greer Wire Belting easy to lace, drive, guide, and clean. It is so flexible that it will actually

run around a sharp edge. Made in widths from 2 inches to 6 feet, and in meshes from $\frac{1}{8}$ inches to $\frac{1}{2}$ inches.

We are still able to offer prompt service on orders for this belting—although our plant has for many months been given over to producing ammunition hoists and other confidential equipment for the U. S. Navy.

For details on Greer Wire Conveyor Belting, write at once for your free copy of Folder No. M-10.

J. W. Greer Company,
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